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SEPTEMBER, 1941

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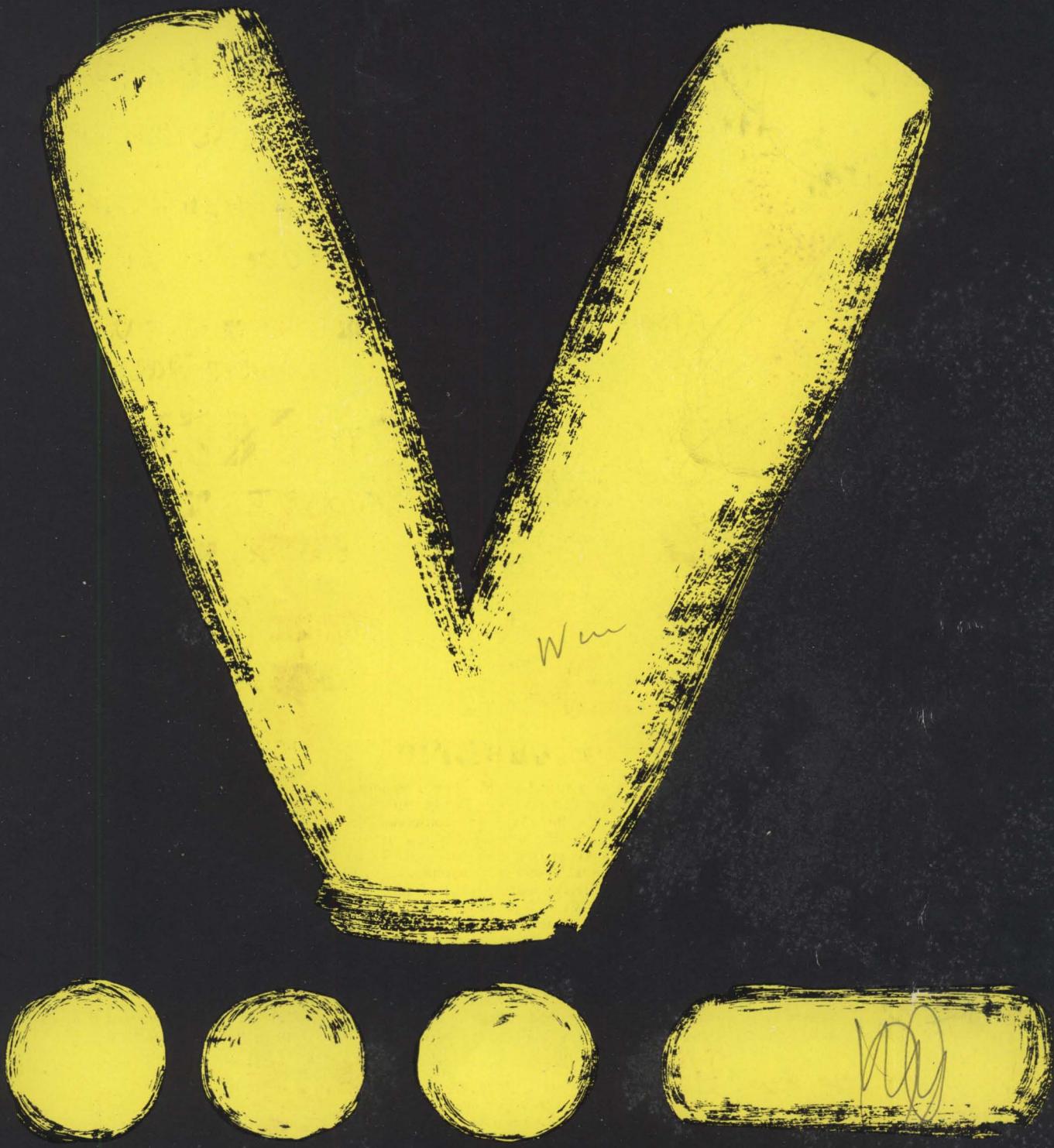
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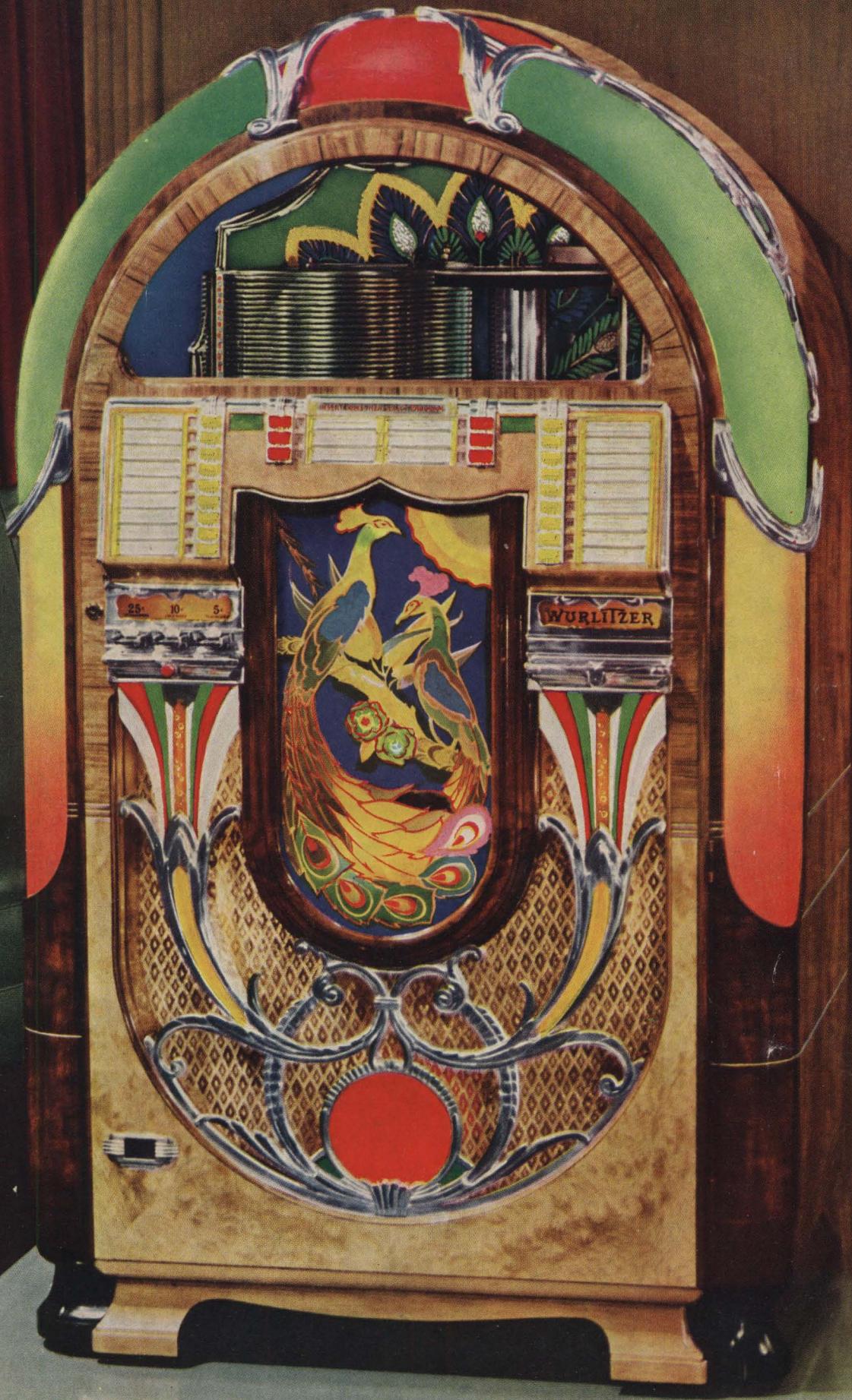


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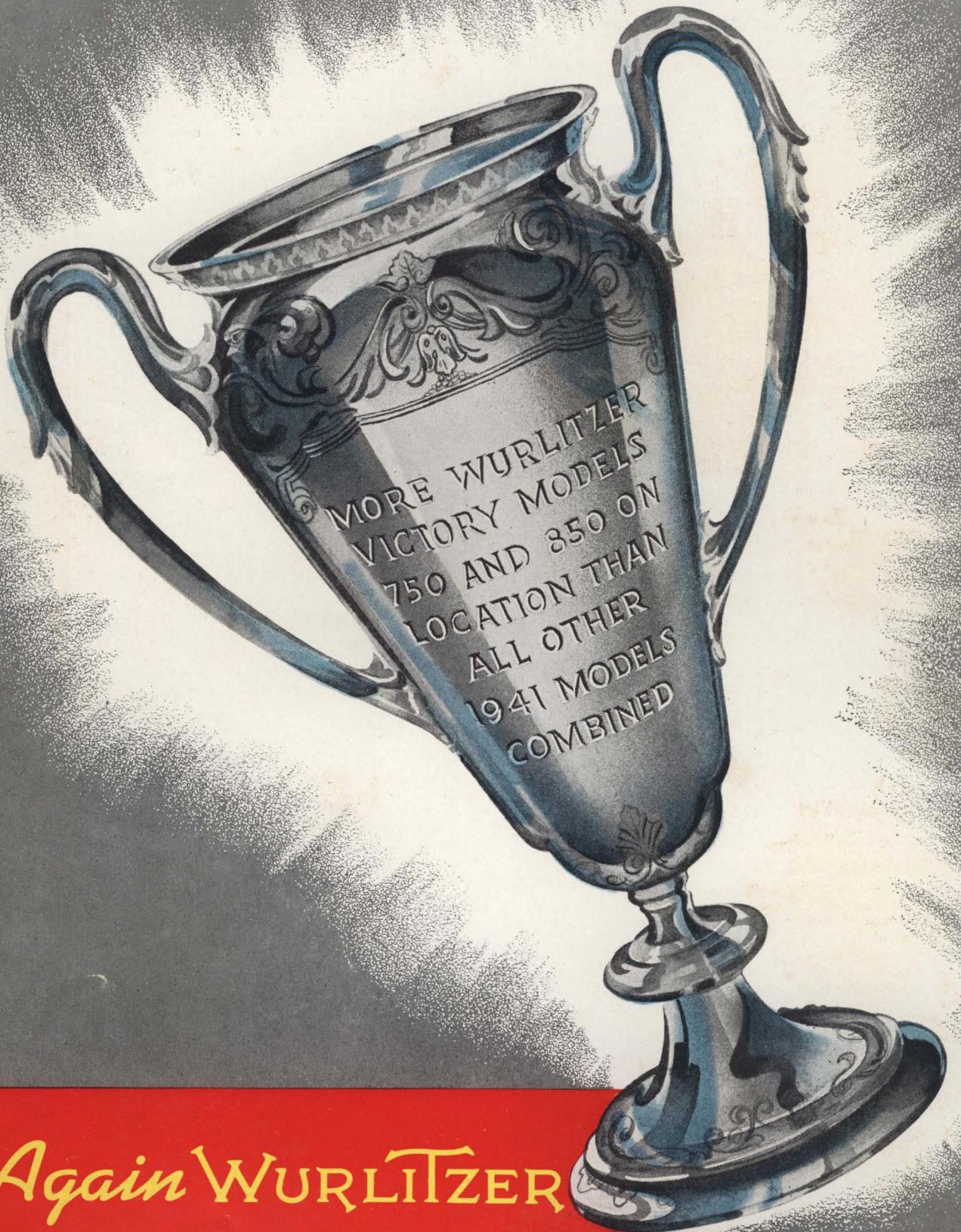
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A Marble Game Operator "States His Case"

FOREWORD

The following talk was given by one of our leading members of the Associated Operators of Los Angeles County, Inc., before a group of business men who had requested the attendance of the operator before passing upon the question of pin-ball machines in their community.

It is interesting to learn that due solely to our member's knowledge of this industry gained through bulletins issued by our Public Relations Bureau, in addition to his sincerity in presenting these facts, he gained the unqualified approval of his fellow business men in that community. So much favorable comment has resulted from his talk that we are submitting it to our associates in the coin machine industry.

Associated Operators of Los Angeles County, Inc.

CURLEY ROBINSON,
Managing Director.

In order to clarify the mass of conflicting statements regarding the marble machine and its operators, I, as one of many scores of fellow operators in Los Angeles County, present the other side, the operator's viewpoint. I am not unlike my fellow worker, the average operator, who is married, a father of two or more children, living happily in a modest home, and enjoying the respect of his neighbors. My children go to school with the neighbors' children, to Sunday School with the neighbors' children, all of us enjoying the pleasant home life of the average American citizen. Yet, as a marble machine operator, I sometimes wonder why I am ostracized by certain groups.

Because of the lack of familiarity with my work, with the industry I represent, and perhaps in an attempt to present the other side, my side of the controversy, the following facts are of interest, especially so to my critics. I wonder sometimes if we realize that this is a new and modern division of America's great amusement industry, that millions of people have placed their stamp of approval upon it so fervently that it cannot be demoralizing to their beliefs and sentiments.

In the past four years we have joined together as one man, forming an association for the all important purpose of eliminating any attendant ills in an industry that first appeared commercially some nine years ago but has made a quick and tremendous growth and has taken its rightful place in contributing amusement and relaxation to the public in general.

We have been forced to rise through a mass of adverse and useless laws, just as laws were once passed to prevent trains running through certain states, to ban motion pictures, to regulate the conduct of the general public in varied instances. We have made headway through this criticism and have fortunately removed the hampering influences countenanced by outworn laws and specific criticising groups. This has been made possible through the conduct of the operators and their association, based upon rigid by-laws exemplifying the high principles of its officers and directors.

It is interesting to note that the mechanized game of marbles is but a modernized adult conception of a game that is so old that even in the early Stone Age the inhabitants or cave-dwellers, according to noted historians, used the small rounded pellets for diversion and relaxation. On through the years it has been an honored form of amusement. I can remember as a boy nearly fifty years ago, the joy that came to me on Christmas morning when I discovered Santa Claus had brought me a marble game, then called bagatelle, and how my Dad and Mother and I spent many pleasant evenings together playing this enjoyable game. Even today every department and toy store, not only in America, but in every corner of the civilized world, sells marble games.

The first and original commercial game was an exact duplicate of the toy variety except on a larger scale. Later, of course, its popularity grew to such tremendous proportions and the mechanical improvements became so intricate in character, that only a skilled mechanic can solve their intricacies. Incidentally, more than three hundred trades enter into their manufacture, giving employment to hundreds of thousands of people.

I have often been asked, and take this opportunity to reply, "What does a machine cost?", "How long do they last?", "What value are they to the store-keeper?", and most important of all, "How do you combat the minor problem?" In answer to the first question, the operator carries the entire initial investment of more than one hundred dollars for each machine, he must service and bear the full costs of mechanical upkeep and it may be interesting to learn that the life of the average machine is not more than four months, due solely to the fact that the public tires quickly of a machine, new machines appear upon the market every few weeks. In order to satisfy this demand, the operator must of necessity replace his equipment as new ones appear.

The third question is answered simply. The proceeds of each machine are equally divided between the operator and the store-keeper and any merchant or storekeeper will readily tell you that the presence of these machines in his store has meant much toward his maintaining a business level due to the fact that the machines attract business to the store, thereby enhancing his daily receipts. In summing up my viewpoint from the average operator's factual knowledge, the marble machine has definitely found its place as a trade and business stimulant, a fact that will be readily attested to by any merchant, who by some useless and adverse law has been forced to relinquish his machine.

Many people have not realized how much coin operated machines really mean to the small retail establishments and how necessary they are to these places of business. People should stop to consider the following facts: Big national advertisers have their contests, radio has its prize awards, big newspapers have their puzzles, chain stores have their loss leaders and big-buying power. Small retail establishments need coin-operated amusement machines in

order to get a fair break in the American system.

The last question is tremendously important to all of us, the subject of minors, and may I say that this is the most important phase of our Association's work, because it is the one continual criticism, that although unfair and unjust, continually confronts us, especially from our biased critics. I would like to read to you an excerpt from our by-laws together with the resolution passed by our Board of Directors. I quote:

"Any member of this Association who knowingly allows any location upon which any amusement device sanctioned by this Association is operated to cater to the patronage of minors SHALL BE IMMEDIATELY EXPELLED FROM FURTHER MEMBERSHIP IN THIS ASSOCIATION. Merchants must be emphatically warned of this rule and machines must be removed from all locations where merchants refuse to comply therewith.

"Gambling in any manner must not be permitted on or with our machines. No violation of any city or county ordinance or any state law shall be permitted to occur upon or in connection with our machines, or upon the premises where said machines are located. Any member whose machines are used for the purpose of violating statute or law of the State or ordinance of any County or other political subdivision thereof, shall immediately remove such machines from the location and failing to do so shall be liable to expulsion from the Association."

It is unfortunate that, like all great industries who have fought their way through much legal and reform opposition, the marble machine industry, through its individual operators and its Association, is forced to a defense that should be unnecessary when the true facts are known. On the other hand, it is indeed fortunate that we have faith in our business and are striving to overcome the difficulties that arise from unjust criticism, which is gradually being overshadowed in the general sentiment of the public who have been quick to acknowledge and appreciate our endeavors to raise our industry to higher levels, gaining for it the proper respect and appreciation that is its rightful heritage.

In conclusion, I would like to add one word about our Association of which, needless to say, I am very proud to be a member. It is composed of approximately 130 members in Los Angeles County who have incorporated under the laws of the State of California into a NON-PROFIT organization. It was formed by the operators themselves to promote, advance and maintain goodwill and harmonious action between the individual members; to establish higher standards of business operation; to create and maintain ethical business practices among the members and to cooperate with any and all organizations toward the betterment of not only the industry but to mankind as well.

All rules, regulations and offices are sanctioned by a majority vote, and each operator regardless, has but one vote. A Board of Directors consisting of four members is elected by the members on a majority vote and they, in turn, elect a managing director who selects the office personnel. We have subscribed to one of the strictest trade codes ever adopted by any business group.

May I leave you gentlemen with this

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thought: "The most lovable quality any human being can possess is tolerance. It is the vision that enables one to see things from another's viewpoint. It is the generosity that concedes to others the right to their own opinions and peculiarities. It is the bigness that enables us to let people be happy in their own way instead of our way."

New Jersey Council Elects Officers

NEWARK, N. J.—Max Rubenstein, president of the North New Jersey Amusement Association, Passaic, was elected chairman of the Coin Machine Industries Joint Council of New Jersey at a recent meeting.

The council, whose membership comprises the Amusement Board of Trade of New Jersey representatives and members of the newly-formed Empire Distributors and Jobbers Board of Trade, was organized to obtain favorable legislation in New Jersey, to exchange ideas, information and trade statistics among similar associations and to create good-will in the industry. Plans are being considered for future affiliation with civic and professional societies for the general good and welfare.

Elected to serve with Rubenstein were David M. Steinberg, chairman of the Board of Governors, Amusement Board of Trade, who was unanimously elected vice-chairman; Joseph J. Hart, Empire Distributors and Jobbers Board of Trade, secretary; Leonard Ziegler, operator and secretary of the Middlesex Amusement Board of Trade, Perth Amboy, unanimously elected treasurer; Charles P. Polgaard, comptroller, A. B. of T., elected to same post on the Council; Edward Corriston, head of the Bergen County Association, and Louis Millman, business manager of the mid-state A. B. of T., Asbury Park, directors.

The New Jersey Council was organized by Hart, Ziegler, Millman, Rubenstein, Steinberg and LeRoy Stein, executive secretary of the A. B. of T., New Jersey, who continues as Council Manager on a part-time basis.

Uniform council identification insignia, to be affixed to each game operated by group memberships of the Council, with the exception of jobbers and distributors, will be distributed at the Sept. 15th Council meeting in Newark.

* * *

Old Patient: "I wish to consult you again in regard to my utter loss of memory."

Memory Doctor: "Ah, yes. And what was your name again, please?"

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BOX 365

COIN MACHINE REVIEW

1115 Venice Boulevard

Los Angeles, California

An Astrological Portrait

—of—

WILLIAM RABKIN

President, International Mutoscope Reel Co.

Prepared by

HELENE PAUL

World Famous Astrologer

giving the impression that he is cold and calculating.

His natal constellation in general is what I consider an unusually fortunate one—particularly for material or financial success. He need never know want if he is properly guided, and is adequately prepared to fully utilize his favorable periods, of which there will be many within the next few years.

No matter how favorable one's natal constellation may be, it is imperative to bear in mind that great success comes through preparedness rather than through groping and wondering and hoping for the best—blaming success on fate and failure on chance. One's horoscope reveals which course to pursue—what to do—and when to do it—in order to insure the greatest degree of success.



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Statement of Claims Important In Patent Application

By P. FRANK SONNEK

In my preceding articles, I have dealt with certain phases of the employer and employee relationship and pointed out situations that may arise and measures that may be taken to promote interest of employees in their organization and in the product which they are helping to produce. While the subject of employer and employee is an important one, in its relation to the development of a real, live progressive organization, it might not be amiss at this stage, to turn to a discussion of certain conditions that I have found frequently contribute to misunderstandings as to the value of patents and the scope of protection that a patent may afford the patentee or organization operating thereunder.

Take Mr. Average Manufacturer, who may be a coin-machine manufacturer. We find, usually, that his knowledge is not confined to that field of activity alone. He can talk intelligently on politics, knows something about real property and plant equipment; can discuss the common ailments to which the human body is subject and may even prescribe for them. He is more or less familiar with business practice and so-called business law, but on the subject of patents and inventions, of which he should, at least, have an elementary understanding, because of the important place it should have in the business of his organization, he is rarely informed, usually glossing over his lack of knowledge with a statement that "it is too technical."

True, the subject of patents and inventions is a technical one, that is why we have patent attorneys, but, nevertheless, every manufacturer, and in fact, everyone interested in inventions, should be informed on it, at least, to the same extent on which he seeks to be, and usually is, informed on general legal procedure and other things pertaining to his business and his every day life.

An elementary knowledge of what patent protection means and the general procedure that is followed in obtaining a patent, will enable Mr. Manufacturer to save himself many headaches and expense, and, what is just as important, will place him in a better position to cooperate with his patent attorney, to the advantage of his organization.

Much of the misapprehension that now exists as to what patent protection means and the misunderstandings that frequently crop up in organizations and between the manufacturer and his patent attorney, as to its value, could be eliminated, were Mr. Manufacturer acquainted with certain fundamentals, with which he should be familiar.

A patent, as we all know, grants the exclusive right to make, use and sell the invention patented for a term of seventeen years, unless that right is terminated by the Courts, for good and sufficient reason. In making application for a patent, the inventor must make a complete disclosure of his invention, explaining all of the parts of the mechanism, if it is a machine, and the manner in which it operates, the mechanism being shown in drawings to which the description refers in detail. This description is termed a specification.

Following the specification, the invention is described or defined in a series of paragraphs called claims. These claims are the

foundation on which the patent structure stands. It is immaterial how broadly the mechanism may be described in the specification or what assertions may be made therein as to its value in advancing the art or improving the industry to which the invention relates, the final determination of the scope of protection that is afforded rests entirely upon what has been claimed. Of course, the invention, as claimed, may be interpreted in the light of the specification, but unless the essential features of the invention are covered by the claims, the patent does not protect them.

In drawing the claims, the patent attorney sets forth the invention by describing its essential elements or features and the manner in which they cooperate in the functioning of the mechanism. This may be done in various ways and by the use of terms that define the elements to the best advantage, each claim standing upon its own legs, in defining the invention, as described therein. The purpose of these claims, as I said before, is to point out just what the patentee claims as new and seeks to protect for the seventeen year term. A large part of the mechanism may be of a well known and conventional design, but the invention is predicated on the addition thereto of some element or combination of elements, which improves the original mechanism and possibly gives it a wider range of utility in its own or other fields.

Now, when the claims are drawn, the original mechanism or parts of it may be included, with the elements of the improvements or such of them, as may cooperate to make the invention defined operative. In other words, each claim should be directed to an operative invention. If the alleged invention, as set forth in the claim would not function, then the claim is of no value in affording protection. It is the province of the patent attorney to draft these claims and to so draw them that protection of the broadest possible scope may be ultimately obtained, but before he can do this, the inventor, who is the father of the mechanism and should know it better than anyone else, should make it his business to acquaint the attorney with every feature of importance.

Many times, a feature of a mechanism which may seem unimportant in the blue print stage, may turn out to be "the reason why it works" when the invention is actually produced, and the importance of giving the patent attorney the complete picture of the improvement in every detail cannot be too strongly stressed. Then, it is up to the attorney to do his part. That is, draw the claims as broadly as possible, in defining the invention.

During the progress of the patent application through the Patent Office, it may be necessary to restrict the claims, in one way or another, because of earlier patents or prior mechanisms, which will be discussed in detail in a subsequent article, but Mr. Manufacturer should remember that if his invention is not defined in the claims of his patent, in such a way as to protect it against competitors, his patent will not be of much value, irrespective of what may have been set out in his specification and what may be shown in the patent drawings.

The point that I want to drive home to Mr. Manufacturer is that the claim of a

patent and not the specification is the meat of the protection that is given him by the patent grant. Whether he obtains one claim or a dozen or more, the value of the protection is measured by the way the invention is defined in such claim or claims, and not by what is set forth in the descriptive matter and drawings. If inventors will bear this in mind, and make complete disclosures of their inventions to their attorneys, even to the minutest details of the supposed improvements, there will be less grounds for subsequent misunderstandings and they will obtain better patent protection.

The manner in which a part is defined in a claim is frequently of considerable importance in keeping a patented invention safe from attack by a competing organization. Let us take a simple example to illustrate what is meant by the broad definition of a part. Suppose we assume that a certain mechanism includes a gear wheel which is an essential element thereof, for the performance of a particular function of the mechanism. Now, in drawing the claim, that gear wheel may be simply defined as a gear wheel, which it is. Suppose the patent issues with the claim as drawn and a competitor sees the merit of the invention and wonders how he can get around the claim and avoid a possible charge of infringement. He plays with the idea and finally hits upon the idea of using another type of driving means, in lieu of the gear wheel,—let us say, a roller or pulley and belt, for instance. It may work just as well as the gear wheel, or possibly better, as set forth in the patent claim.

The patentee wants to stop the use of the belt and pulley, but he finds that his patent is limited to a "gear wheel" as a driving medium and there is little likelihood that he would succeed against his competitor. However, had the patentee obtained a claim in his patent which defined that gear wheel as a *driving means*, instead of just a gear wheel, he would have covered the belt and pulley and many other ways in which the drive might be effected. With a broader definition of the gear wheel function, it will be seen that a greater scope of protection against competitors would have been provided.

When Mr. Manufacturer is ready to make application for a patent, he should try to visualize what his competitors might do in the future to reproduce his invention, or produce substantially its equivalent and see to it, in so far as it is possible to forecast possible future developments, that his initial patent on a mechanism is as broad as may be obtainable. Of course, as a line of mechanisms may be created and developed for the market, specific construction or details may be patented, in line with the policy of the organization, but in every instance care should be exercised in getting the invention into the claims. That is where it must be set forth. ♦

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Is it true that you — and you —
Are having trouble with your slot?
You've had it down to Joe's Garage,
But still it doesn't work so hot.
You've tried the jeweler and the plumber —
All your friends have had their fling;
But yet it doesn't seem to click,
You'll have to trade the darned old thing!

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Do not longer dilly-dally,
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NEW YORK

NEW YORK—A little bit of observation is all that is sometimes needed for a tremendous idea. A profitable bit of thinking was recently advanced by a local coinman who had observed that the increases in movie admissions were sending former movie-goers to coin machine amusement fields. "Why not," he suggested reasonably, "acquire location spots for games near movie houses?"

While in the suggestion mood, we'll pass along another which concerns national defense. This could be bolstered by a committee, it has been suggested, which represents the coin machine industry. Formed of several subdivisions, this committee could help to create economies in gas utilization, motor equipment, etc., thus aiding Uncle Sam and showing again that members of the industry always work for the nation's best interests.

In from Chicago, Bill Alberg of Brooklyn Amusement reports that coinmen need not fear priorities for, while some manufacturers may have to go slow now and then, in most cases there will be no shortage on games which the makers believe will make the grade.

Boston was recently represented in this town by Walter Strauss of National Ciga-

rette. Walter conferred with Lou Cantor, his boss. Touching upon the tax situation, in connection with cigarette merchandisers, Cantor and Strauss stated that, in the end, the machines will prove the better investment. Supporting this view, they told of cigarette vendors being shipped by carloads up and down the Eastern Coast.

Daval quarters are being brushed up following a communication from Al S. Douglass that he expects to visit New York soon. Postmarked in Michigan, Douglass' communication spoke of a lazy trip through that state, and plans for meandering down to Big Town to see if they still have the Empire State Building on ice. Douglass doesn't go in for flying trips; he does a thorough canvass of territories, stopping over frequently.

Al Blendow, who has been around in the merchandising of games and is now ensconced at Mutoscope, flashes a note about the way Drive-Mobile, Ace Bomber and penny arcade equipment is going. Al recalls that we gave the arcades a boost and says, "Well done." The truth is we just put down what we saw. Believe us, friends, arcades are coming back!

Since grabbing that Chevrolet, Meyer Parkoff of Modern Amusement has discovered hosts of new friends, most of whom claim that Meyer promised them a ride in the car. Laments Parkoff: "Wait 'till I wear some of the paint off the car

then we'll see. Right now I'm taking no chances, especially with gas rationing in the offing." In all seriousness, however, Modern's snappy little sales manager has been holding open house as long as we can remember.

The recent U-Need-A-Pak blowout at Indian Point, N. Y., was the real thing. Everybody showed up, including out-of-town salesmen who made the trip just for the fun. A feature was the tremendous clouting of Sam Altholtz, the firm's manager. Not to be outdone, Murray Weiner, sales manager, did a few Houdini's for the guests. But when that blond disappeared. . . . Well, this makes another story.

Timed with Joe Snow's departure for the Midwest, Wally Sipple, DuGrenier's Southern representative, hit the town after getting excellent results in Florida. As we go to press, Sipple is traveling once more, this time aiming for Arkansas and Oklahoma, where we hope the comrades out there will do right and proper by our lad.

New distributors in this territory are Murray Sandow, representing Weston Distributors, and Tom Singleton for the Rosenberg-Munves Corp. In the used games end, Barnet Sugarman of the Royal Music Co., Newark, N. J., in combination with Herman Perrin, salesman for this firm, is off to a good start.

Joe Fishman bobs up again. Joe states that he has something brewing which ought to hit the trade in the very near future. Advance reports as to what impedes hinges, it is intimated, on a late Keeney model, the nature of which is planned to increase sales in local territories.

Another spot to watch is the Tony Gasparro outlet. Tony is reported in Chicago where he is negotiating for some nifty sellers and hopes to hit the town very soon.

Mention has been made of the increasing popularity of vendors. Bearing out some of the observations is the report brought back by Dave Firestone of Cent-a-Mint Sales. Firestone states that so hearty has the response been to the firm's candy merchandiser that bigger production is planned for the Fall. An interesting angle is the inducement offered to cigarette operators who can attach Cent-a-Mint's one-cent gum vendor to the cigarette machines and pick up some extra change.

Another enthusiastic report comes from Burnhart (Bip) Glassgold, touring DuGrenier territory. Writing from the South, Bip unfolds a tale of growing demand for candy merchandisers as lack of manpower and the cost of living decreases retail opportunities. "It's the chance of a lifetime," states Glassgold, and goes on to outline some of the increases in various vendors as recorded by DuGrenier. Especially prominent in DuGrenier sales has been the 5-cent candy bar merchandiser.

Jack Berger met his match the other day in a location owner who does not

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smoke nor drink. After priding himself on being the only teetotaler in captivity, Jack had to admit there were other wonders around. In selling this location, Jack assured the owner that the first man who takes to drink would lose out on the deal. When it comes to hard liquor, Jack is superstitious to a fault.

The hubbub occasioned by the Federal Trade Commission's order to "cease and desist" handed the Interstate Cigarette Merchandisers was expected all along. The FTC had been examining books over a protracted period and had been passing out hints as to what might happen. The associations must now find less embarrassing ways to regulate their respective territories.

Counting noses this last week-end, we spotted **Max Levine, Louis Bloom, Bill Rabkin** and **Earl Winters**, all back from vacations and ready for business.

Irving Mitchell, who has bought out **Dave Robbins**, long-established jobber, announces he is holding open house throughout the Fall. Now, according to Mitchell, with increased quarters, he can accommodate not only old customers but many new ones.

And, in closing, a tip for all interested in scales: Why not answer the erroneous statements in the recent **World-Telegram** article, which followed their stunt of having a reporter weigh himself at subway scales and report on discrepancies.

Irving Sherman ♦

Bally Holds Employees Picnic

CHICAGO—Six hundred Bally employees and their families attended the picnic given by the Bally Manufacturing Co., at Harms Park, especially chartered for the occasion, on August 23rd. As each picnicker entered the park, there was a presentation ceremony consisting of a gift of tickets for amusements, refreshments and entertainments, an official Bally badge, a rodeo hat and picnic souvenirs.

Features of the program were dancing, entertainment by WGN radio artists including Al Marney's Music Masters, the following entertainers: Gene Jerome, accordionist, Wally Matz, clown, Mackey and Paul, comedy act, Grady Lomax and his "Backhome Boys," a pie eating and cracker eating contest, and races.

The picnic committee comprised John Simonsis, U. S. Grant, Joe Chytry, Eugene Boudreau, John Ropoel, Emil Meister, George May, and Florian Zientara. B. T. Perkins, Bally sales official, was host. Ray Moloney was official cameraman. Herb Jones, advertising manager, was in charge of badges.

* * *

We know what a Scotchman goes through before giving his sweetie a string of pearls. He goes through the five-and-ten-cent store.

* * *

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

MACHINE NUMBER
142

W. W. WILCOX MFG. CO. CHICAGO

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size $\frac{3}{4}$ " x $2\frac{1}{2}$ ". Can have any lettering or numbering on plate within reason.

50 @ 7c	each — Total \$ 3.50
100 @ 5c	each — Total 5.00
250 @ 4c	each — Total 10.00
500 @ 3 $\frac{1}{2}$ c	each — Total 17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Lear Heads New Industry Council

NEW YORK—Dave Lear was elected president of the recently organized Coin Machine Industries' Joint Council of New York. A public relations program for the purpose of creating an appreciation of the coin machine industry by the public is the primary purpose of the council.

Membership is made up of representatives from the Greater New York Vending Machine Operators' Association, Inc., a Brooklyn and Queens association; the Amalgamated Vending Machine Operators' Association, Inc., New York association; and the Empire Distributors and Jobbers Board of Trade, Inc., from the metropolitan New York area.

Marvin Leibowitz was elected vice-president; Joseph J. Hart, secretary and treasurer, and Max Weiss, Moe Gladstone and Irving L. Mitchell, trustees. George M. Glassgold has been engaged as public relations counsel. ♦

Evans Present Baseball Robots

CHICAGO—The mystery of a robot man has thrilled humans for centuries! Frankenstein was the most famous—and frightening robot in history! But H. C. Evans Co. engineers present a new kind of robot—amusing, sportsmanlike, little fellows who can pitch, catch and bat—in their "Play Ball" game.

Rex Shriver, Evans official, says, "This is the game in which baseball is actually played by manikin players. It took years of pioneering work, months of research and experiment by our engineers, and the most grueling tests imaginable. The pitcher really picks up the ball with his hands, winds up, throws it through the air. A batter, controlled by the player, steps up and bunts, steps back and swings, hits, sacrifices, fouls, fans or is walked. The catcher actually catches the ball on strikes and many fouls. The playing field is a miniature reproduction of a baseball diamond, even to dug-outs. Almost every baseball play can be made, including sacrifices which advance the base runner. A massive score board shows play-by-play results as completely as a box score."

Commenting on "Play Ball," R. W. (Dick) Hood, company president, said, "Evans has been a leader in giving the industry its greatest game successes. It's only natural that the trade looked to Evans to build a real-play baseball game. In 'Play Ball,' Evans' engineers have virtually brought a coin machine to life, precision-engineered it to such fine points that it is a miracle of mechanical perfection, absolutely dependable in operation. Distributors are already predicting that this game will carry the coin machine industry to the high plane it deserves!" ♦

Executive Reports Bonanza In South

NEW YORK—A tremendous future for American trade exists in South America, reports Robert Schasseur, executive who has just returned from a trip of 20,000 miles in seven months through Central and South America. "American salesmen can be good-will ambassadors" he declares.

Schasseur, special foreign representative of Emerson Radio and Phonograph Corporation, advises, "Every effort should be made to foster this great future. Still apparent is a carry-over of the good-will gained by European manufacturers through financing South American distributors in the past, although they are now turning more and more away from those influences toward United States products.

"It is up to our country to make the most of this opportunity. In some of the Latin-American countries, for instance, German propaganda is being gradually overcome by American efforts."

Schasseur pointed out that it was significant that the countries having democratic or liberal government were enjoying improved conditions, while those under dictatorial influence suffered poor business. As to fifth column activities, he stated, "There is evidence of it more along the eastern seaboard than in the west coast countries. Despite this, an intelligent, carefully planned propaganda campaign by this government will go a long way in defeating these Nazi efforts. American business men should make the most of this opportunity now." ♦

Atlas Reports Omaha Success

OMAHA, Neb.—Sometimes the baby of a family gets everyone's attention just because it's new—and then again it may be such an unusual newcomer that it actually deserves to make people sit up and take notice! The latter situation is the case in the Atlas Novelty Company's family where the newest member of that organization, the Omaha branch, is breaking records in phonograph and game sales.

Joseph Ratliff, head of the Atlas-Omaha phonograph division, works seven days a week handling orders from automatic music machine operators. Joseph Kline, in charge of the game department, reports, "I never saw business any better."

Commenting on the new branch, Eddie and Morrie Ginsburg say, "It has set a pace which makes even headquarters hurry." ♦

* * *

A fellow crossed his carrier pigeons with parrots so that when they got lost they could ask their way home. ♦

COIN
MACHINE
REVIEW

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AS PLAIN AS BLACK and WHITE!

*That's Good Printing at its Simplest!
But It Also Means "Tops in Style" . . .
"Economy" . . . "Speed"!*

The things the Coin Machine Industry demands...the things we give them! We beat quotations from all printing plants in the West! Give us a chance to save you money on your next job and you'll see why we defy competition. Get the best for the least!

HOLDSWORTH PRINT SHOP

128 South Alma St., Los Angeles AN 16077

Let's Tipple



This Month —

Bob Greene, Bill Bye, Johnny Ruggiero, Ed Wisler, Dan Donohue, Bert Levine, J. Vance Wallace and C. J. Anderson share their favorite fancy drink recipes with other coinmen.

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This department, worthy successor to "What's Cookin'" deserves a tribute on its opening edition. After thinking over all the great speeches we can remember, after struggling to memorize the famous poetry we've heard, we finally turned to our favorite retreat . . . a certain round table in a certain square room . . . and discovered the following gem of literature. We give it to you as we say, in the words of this new department, "Let's Tipple."

LIQUOR AND LONGEVITY

The horse and mule live 30 years
And nothing know of wine and beers.
The goat and sheep at 20 die
And never taste of Scotch or Rye.
The cow drinks water by the ton
And at 18 is mostly done.
A dog at 15 cashes in
Without the aid of rum or gin.
The cat in milk and water soaks
And then in 12 short years it croaks.
The modest, sober, bone dry hen
Lays eggs for nogs, then dies at 10.
All animals are strictly dry,
They sinless live and swiftly die.
But sinful, ginfuful, rum-soaked men
Survive for three score years and ten.
And some of us, the mighty few,
Keep drinkin' 'til we're 92.

• • •

The cat's out of the bag and Swedish Glogg is in the glass! "This has been a carefully guarded secret until now but I don't want to be selfish about it forever. If it doesn't make every party where it is served a success, I'd like to know the reason why."

Swedish Glogg

1 gal. Port Wine
1 qt. Claret
1/2 gal. 90 proof alcohol or good grade of
Cognac Brandy
2 cups burnt sugar
2 cups unsalted almonds
4 sticks cinnamon
5 cloves
1/2 cup citron
1 lb. raisins
1 candied orange peel
4 bay leaves
1/2 cup cardamom seeds

Mix all liquids and solids, except sugar, and heat. When warm, add sugar and stir until latter is dissolved. Continue to heat for only a few minutes, then light contents of the kettle and permit to burn for a scant half minute. Extinguish flame promptly with the aid of a cover for the kettle, which should be clamped down tightly on top of the flame. If, in this state, the Glogg is too potent for the drinker, it may be relighted and burned for another half minute.

R. Z. GREENE,
Rowe Manufacturing Co., Inc.,
Belleville, N. J.

(Send In Your Favorite Drink Recipe for Publication)

A sea story disclosing how to keep cool:

Salty Dog

1 tall glass shaved ice
8 ounces freshly squeezed grapefruit juice
1 1/2 jiggers gin
Stir well. Drink. Feel cool!

W. A. (BILL) BYE,
Western District Manager,
Rudolph Wurlitzer Co.

Prescription for the young of all ages: One Strauss Waltz and one Champagne Cocktail

Champagne (or Sauterne Wine charged in siphon)
Half cube cocktail sugar.

Dash Angastora Bitters (don't crush sugar).

Fill stemware glass. Garnish with fresh strawberry (or preserved cherry with stem).

JOHN A. (JOHNNY) RUGGIERO,
Jack R. Moore Company, San Francisco.

A cool breath on desert air! "For a real drink on a hot night, I'll take":

Wisler's Special

Juice of 1 lime
2/3 glass gin
1/3 glass Applejack
1 egg white
1 teaspoonful sugar
3 drops creme de menthe

Shake with cracked ice and serve in a hollow stemmed glass, base filled with grenadine, and cork with an olive. Oh boy!

ED WISLER,
So. Nev., Ariz., N. Mex.
Packard Representative,
Phoenix, Ariz.

Turn those sheep out to graze on sleepless nights! "When it's difficult to sleep and you want to relax, try a 'Night Cap':

Night Cap

1/4 rum
3/4 milk

Milk may be heated but not boiled.

D. J. DONOHUE,
West Coast District Manager for
J. P. Seeburg Corp.

Beverly Hills specials. You make 'em "wit" fun.

Venderickey and Patriotic Highball

1 part in play
2 parts in debate

Throw in a slug with a jigger, the cops. Mix well in ink well. Dump it in a cuspidor and order a Scotch and Soda.

Equal parts Red ink, White wine and Blue berry juice. To be served in U. S. Flagons at all Bars. Three of 'em and you see Stars. Flavor with Bermudas for in Onion there is Stench.

BERT B. LEVINE,
Rowe Manufacturing Co., Inc.,
Los Angeles.

No wonder they were big, strong men—they had to be!

Viking Cocktail

1 pint Bourbon whiskey
1/2 pint grape fruit juice
4 ounces Grenadine syrup
1/4 teaspoonful Absinthe
juice of 4 oranges
juice of 3 lemons

Shake well in cocktail shaker with 6 cubes of ice and serve.

J. VANCE WALLACE,
Viking Specialty Company,
San Francisco.

Here's one that will start you looking for four leaf clovers:

Clover Leaf Cocktail

Juice 1/2 lemon, white 1 egg
1 jigger Dry Gin
1 barspoon raspberry syrup

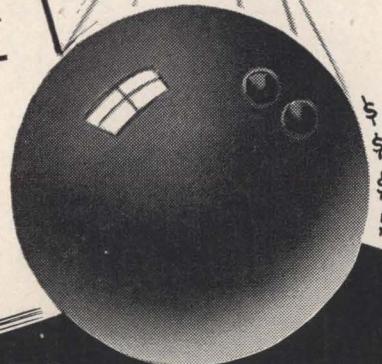
Mix all four items together, place in shaker with plenty of ice, shake and strain into a cocktail glass. Decorate with sprig of mint.

C. J. ANDERSON,
Chicago Manager,
Coin Machine Review.

A PROFIT "STRIKE" RIGHT DOWN YOUR ALLEY!

A · B · C **BOWLER**

Spot ABC BOWLER in your spots! Topple your old records . . . make a lucky "strike" and profits to "spare", with profits to sensational new King Pin of Pin Games! Rush Your Order!



\$ A FAMOUS SPORT BUILT INTO A FAMOUS GAME
\$ MIRACLE OF MECHANICAL PERFECTION!
\$ NEW IDEAS! 6 WAYS TO WIN!
\$ SIMPLE AS A.B.C.

ROLL UP A PERFECT SCORE
IN EVERY LOCATION WITH THIS SURE-SHOT HIT!

IMMEDIATE DELIVERY

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CHICAGO



- On the Coast -

Hoppe Invades L. A. Arcade Field

LOS ANGELES—A Grand Opening of a Penny Arcade on Main Street, August 30th, officially began Harry Hoppe's new career as vice-president and general manager of Penny Enterprises.

The famous, brilliant searchlights of a Los Angeles premiere were thrown upon the newly-renovated building at 527 Main Street, in the heart of downtown Los Angeles' amusement center, the colorful street where sailors and soldiers on leave from far-away seas and countries play coin machine games and tourists from all corners of the U. S. watch them.

Hoppe, identified with the coin machine field in this country, South America and Europe, supervised the plans of the Arcade which features amusing, modern murals, fluorescent lighting and novel innovations in machines, some of which were borrowed from the "Fun Fairs" of England.

The new head of Penny Enterprises states, "We are making every effort to make this the finest Arcade in America." ♦

* * *

A man is not drunk until he lies on the ground for five minutes and then puts out his hands to stop himself from falling. ♦

* * *

"When I was in Atlantic City I stopped at the Ambassador Hotel."

"Why, the Ambassador Hotel is in Philadelphia."

"What? No wonder it took me so long to walk to the beach!" ♦

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Long Beach PBM Ups Membership

LONG BEACH—The membership roster of the Long Beach Progressive Business Men's Association is longer by 41 names, according to an announcement by Stanley Selover, secretary-manager.

New members are: S. Ellison, W. Hartman, Charles Savitz, N. D. Dovalis, L. A. Snook, A. B. Britt, T. J. Lord, M. E. Bernstein, Fortner D. Bell, O. G. Carter, M. R. Cunningham, Ralph C. Miller, "Pop" Gersten, George Arvanitis, J. W. Graves, M. E. Stewart, George Berris, and Jewett J. Weathers.

N. L. Moreno, Peter G. Stathis, Robert C. Lower, Fritz Nickel, John P. Rynski, F. L. Hushom, Stanley Anderson, John Beck, Theodore Goldstein, Floyd A. Wilson, E. V. Heffner, James E. Anderson, G. L. Robert, George W. Barrows, John Nissing, Nick G. Boosalis, Thomas J. Gronau, Lou Rosen, Thomas B. Waters, T. Kawai, Earl L. Miller, and Ray Twiss.

The association held an informal dinner-dance in the Army and Navy Club in August with the following guests of honor: Assemblyman Fred N. Howser and Mrs. Howser, Assemblyman Lorne D. Middough and Mrs. Middough, Chief of Police J. F. McClelland and Mrs. McClelland, and several legislators. ♦

* * *

Sunday School Teacher: "Now, Chester, if your mother gave you a large apple and a small apple, and told you to divide with your brother, which would you give him?"

Pupil: "Do you mean my big brother or my little one?" ♦

Kraut On L. A. Advisory Board

LOS ANGELES—Max Kraut, of Uneed-pak Co., Western Distributors for the U. Need-A-Pak Cigarette and Candy Vendors, is a busy man these days.

Max has been appointed Associate Advisory Member on the Selective Service Board in his district and between selling machines is advising the young lads of the southland just what their status is as concerning the Selective Service program.

Says Max: "I'm happy to give my service in behalf of the Selective Service and I'm glad to talk with the young men in our district and aid them as best I can in working out their problems which arise as a result of their enlistments." ♦

New Deal Promised Pinball Games

LOS ANGELES—The promise of cooperation by motion picture producers was given the pinball game industry by G. M. Shurlock of the Motion Picture Producers and Distributors of America, Inc., in a letter to Samuel "Curley" Robinson, manager of the Associated Operators of Los Angeles County, Inc. The letter follows:

"Dear Mr. Robinson:

"Many thanks for your letter of July 15th, 1941, with regard to the proper portrayal of pinball machines in motion pictures. Please rest assured that we are glad to have this specific information, and that we will take thorough pains to impress it upon all producers of motion pictures, as occasion may arise in the future." ♦



At the August 2nd grand opening of the new Jack R. Moore headquarters in San Francisco. Upper left: Dan Donohue, Dick Parina, Felice Church, Max Shlover, Fred Weill, Virginia Shank and Vance Mape. Upper center: Mr. and Mrs. Paul Laymon of Los Angeles, check on a floral piece. Upper right: Carl Neukirk, Jack Moore, Fred Neumann and Harvey Paige turn away from the bar for a quick snap.

Lower left: Jack Moore finds something really funny while Mr. and Mrs. Dan Donohue (Seeburg) pay attention to the cameraman. Lower center: Happy group wine and dine. Lower right: Sid Mackin, managing director of Amusement Merchants Association, poses with Jack Moore and Johnny Ruggiero along side the beautiful floral piece sent by AMA.

Coin Men Warned On L. B. Thugs

LONG BEACH—A warning has gone out, to amusement machine and phonograph operators, from the Long Beach Progressive Business Men's Association, to be on the lookout for organized gangs, headed by a trio noted for its daylight hold-ups. A reward offer, made some time ago, is still in effect. Coin men are asked to report burglaries at once.

The trio which has been particularly disastrous to machines, works successfully by having two men force the door off the machine while a third watches from the counter, sipping a drink.

Established amusement game operators, pioneers in Long Beach, who have worked for cooperation with civic authorities to bring about a standard of fair practice, report a battle on their hands with incoming operators who feature the methods once crushed. Through the efforts of the P. B. M. A., they are carrying the case to Long Beach amusement machine patrons with a plea for civic pride through legitimate business methods. ♦

Open House for Evans Play Ball

LOS ANGELES—When samples of Evans' new Play Ball reach Mac Mohr, Pacific Coast Representative for H. C. Evans & Co., a grand celebration and open house will be in order.

Operators have been worrying Mac sick asking him when the new game will arrive, so to launch it properly on the Coast Mac plans a big celebration. All operators in the West will be invited and for two days the Mohr headquarters at 2916 West Pico will be given over to examining the new game and sampling Mohr hospitality. There will be sandwiches and refreshments to please the most discriminating and a big time is promised all.

Mac claims the new machine has plenty punch and appeal and in the same breath states that sales on Kicker and Catcher are still brisk. ♦

— On the Coast —

SAN FRANCISCO

SAN FRANCISCO—With the celebration of new quarters in San Francisco barely over, the Jack R. Moore Company, reveals plans to purchase a building and move to larger, more elaborate quarters in Portland, Oregon.

The August party, given as a housewarming for the new offices on Sixth Street, was also an observance of the 17th anniversary of the Moore organization's entry into business in San Francisco.

Jack R. Moore, who heads the chain of offices in principal Pacific Coast cities, came from the Portland office with **Mr. and Mrs. Bruce Scievers**, operators in that city, and **Monty Ballou**, singing minstrel and guitarist, chief entertainer of the evening. **Art Daws** of the Novelty Supply Co., represented San Diego. **Mr. and Mrs. Paul Laymon** and **Mr. and Mrs. Dan Donohue**, Los Angeles.

Compacts were presented women guests, gifts of the Bally Manufacturing Co. Floral pieces, presented to the new offices, were featured by a gift from **Sid Mackin**, president of the Amusement Merchants' Association.

The decorative theme of the party carried out the idea of an army camp. Guests wore "buddy" caps.

Johnny Ruggiero, who heads the San Francisco office, assisted as host.

Overshadowing all other news in the amusement industry in San Francisco during the month of August was the big U.S.O. benefit prize fight held here at the Civic Auditorium on the night of August 25th, in which **Louis Wolcher**, who heads Advance Automatic Sales Co., and is dean of San Francisco's prizefight game, turned over some \$3500 in net gate receipts, in

behalf of the Amusement Merchants Association, to the army's entertainment program.

Wolcher, who puts on a weekly fight show in San Francisco, acting in conjunction with **Sid Mackin**, recently appointed a member of the publicity committee of the U.S.O., turned over the night's entire proceeds to the army fund. In addition to the gate receipts, voluntary contribution from the audience in the seats brought another \$1375 into the coffers.

The whole coin machine trade, not to mention the public and civic officials, is applauding Lou Wolcher's generosity and Sid Mackin rightfully knows that his entire Association is benefiting by the splendid publicity resulting from this benefit program.

Wolcher, in his generous way, has not only underwritten what is undoubtedly one of the largest single contributions to the U.S.O., but as well he has really put the Amusement Merchants Association of San Francisco on the map as a big-hearted cooperative factor when it comes to doing things. Of this, Sid Mackin is very proud. Incidentally, Mackin's appointment to the U.S.O. publicity committee came through **Phil Patchin** of Standard Oil Co. of California, director of the U. S. O. in San Francisco.

Johnny Ruggiero, of Jack R. Moore Co., San Francisco, who gets his name into print in COIN MACHINE REVIEW often, again makes the news, although this time it makes us very sorry to have to print it. Johnny was involved in an automobile accident Sunday, August 24th, and he's now recovering from a wrenched knee. Hope you'll be back at work in that new office soon, Johnny.

Robert W. Walker. ♦

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HERE IS A SURE WINNER!

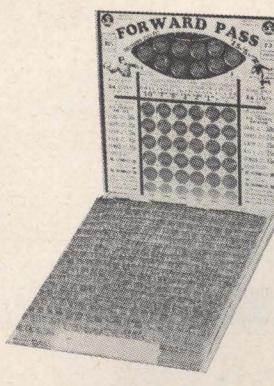
Join the Latest Universal All-Americans! Pulverizing all Opposition! Sweep the Field of Profits with "ROSE BOWL" in Universal's Latest Sensational Candy Box Style—Special Football Symbol Tickets! Supercharged with Playing Appeal!



Keep Your Locations in Topnotch Ranking with "FORWARD PASS" In Universal's Outstanding Counter Attraction Pad Style—Special Football Symbol Tickets

Especially Recommended for Closed Territory!

"ROSE BOWL"	Takes In 1260 Tickets @ 5c....\$63.00
Pays Out (Average).....	26.90
Profit (Average).....	\$36.10
145 WINNERS	



"FORWARD PASS"	Takes In 660 Tickets @ 5c....\$33.00
Pays Out (Average).....	19.36
Profit (Average).....	\$13.64
73 WINNERS	

It's Not Too Early to Order Your

CHRISTMAS CARDS

Pick out your personal and business cards now before the busy season when deliveries become uncertain. This year's cards surpass any past year for beauty, originality and timeliness. Multi-colored patriotic cards, simulated oil paintings, and hundreds of new ideas are incorporated in the thousands of cards we have available.

Remember ALL of our cards are imprinted with your name and may be ordered in any quantities from 25 up. Cards up to 50c each are included in our wide selection and hundreds and hundreds are available from 2c each on up. See our special assortment of 50 for only

\$1.00

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

— On the Coast —

SEATTLE

SEATTLE—"Great!" "Swell stuff!" "A brilliant job!"

Tossed into one big consensus bowl, the reaction to **Mrs. Frank Countner's** sparkling guest column was overwhelmingly enthusiastic—equivalent to a five-star movie.

But this is another month and another column, so back to the news track we go. . . .

A 40-acre dairy ranch in Mt. Vernon, with red-dipped sunsets and clean sweet air has just won the decision over King Coin and deprived the Row of one of its most illustrious duos. Handsome "Collegiate" **Van Booth** sold his operating interests to **Joe Bish** and **Johnny Michael**, and with wife **Beulah** resigned as office domo at Western Distributors. As an inducement to purchase, the chap who sold the ranch to them included 18 cows, with a little bull thrown in.

The wings of romance fluttered over Harper-Meggee recently. Three employees paused from their work, looked up, and were promptly arrowed by Daniel Cupid. Warehouseman **Don Oakley** said "I do" to blonde **Beulah Holben** while Clerk **Conner Gray** went nuptialing with **Betty Wetherby** of Portland.

In case you haven't already noticed, this fellow **Earl Heroux** is a tireless dynamo who can handle so many varied interests at

one time so skillfully that it makes the average chap feel tired just watching him. Heroux pioneered penny arcades in the Pacific Northwest and Alaska. Right now he's the guiding light of amusement centers at Redondo Beach, Playland Park, the Fun Palace, Anchorage (Alaska) and Olympia. A month ago, in partnership with Leo Smith, he purchased the old dog track at Playland Park and invested a neat sum of money in constructing the Northwest's finest midget auto race set-up. He also leased the Aurora Speedway for stock car racing. The skeptics sneered, "It can't be done. Nobody's interested in that sport; it's dead and forgotten." Yet the cars were romping before packed throngs before the second week of the season. To keep the spare time from lying too heavily on his hands, Heroux purchased an interest in the Spokane auto race game and affiliated himself with the Vancouver, B. C., track.

We've got to hand it to **Clayton Ballard**, the Packard Pla-Mor representative. We've seen birth announcement cards and birth announcement cards, but when it comes to ingenuity and cleverness and appropriateness, Clay rolled away from the field like a German tank. Shaped like a phonograph record, this unique card had printed on the outer rim: "Garna and Clayton present the first recording of the Ballard Symphony." Then around the disc hole: "James Burton, 8½ lb., August 9, 1941."

Back in 1932 an energetic young chap was selling novelties to retail stores. He

came across a digger machine one day, saw the important part novelties played in their operation, and decided to give it a whirl. Thus was born **Albert H. (Bert) Farmer**, coin machine operator. In succeeding years, he built his route into a formidable array of games, with phonos and pin tables added. Last month, after almost a decade in the business, Bert Farmer bought a 5 and 10c store in Rainier Valley and thereby returned to his old line of selling novelties. Bert no more needed the revenue from that five-and-tenner than Sally Rand needs a dress, but sentiment and cold logic are poor bedmates.

Along with the store, Bert operates a lucrative line of cigarette machines. Before settling down in the fertile valley of Rainier, Storekeeper Farmer completed a torrid, two month vacation that took him from Coast to Coast and through Alaska—15,000 miles in all. And you know what he brought back with him? A half interest in the Marlyn Fish Company of Ketchikan!

Seattle Shavings—**Thelma Oliver's** picture appears on the inside of the Bally Mfg. book match boxes—which inspired one of Coin Row's waggiest wags to quip, as he lit a stogie: "This is the first time I ever struck a woman!" . . . "Sweetheart of the Operators" is what the Victor-Bluebird people are calling the new Standard line of discs. . . . Personable **Jack Turner** is manager of the newly opened Hart Novelty's Seattle Packard office.

Vacationing in the wilds, **Curly Gohr** let his thick, unruly hair grow wild and his heavy beard bristle—and there you are, Mr. Goldwyn: Frankenstein's stand-in is ready. Action, camera!

Rock-Ola is rocking 'em in Alaska. Portly **H. M. Brown** is going over big as the Far North's traveling ambassador of clinking coins. The combined efforts of Brown, Operator **Walter Blanton** and **C. R. Merrill** broke the location ice in Ketchikan with the first installation of "Mystic Music" telephone equipment. . . . Add Alaska item: **Milt Roumm** has heavy interests in a gold mine near Sitka, Eskimo Operative No. 3 reports.

Babblings from Decca: The birthdays of Decca's **Doyle Gudgel** and **Marshall Huffine** both arrived the same day, August 23. Instead of presenting the boys with gifts, the rest of the force stood around like vultures, waiting for the lads to finish filling orders so they could apply pressure to the part of their trousers that wears the shiniest. . . . 29 years with the same firm! After practically becoming an institution, the capable **Ethel Truckee** bade farewell to Hopper-Kelly and went on the Decca payroll. . . . Another newcomer to the Decca picture is Washington State College co-ed **Virginia Mattern**, who replaces **Ruth Allbright** in the office. Catch one glimpse of that smile and you'll agree there's nothing the "mattern" with this lassie.

Nostalgia plus business plus pleasure all combined to lure **Solly Solomon**, Western Distributor's Seattle chieftain, to the sunny south and his ex-home, Los Angeles. It was a ten-day jaunt, via automobile. . . . **Ron Pepple** has just purchased a home sweet home out Queen Anne way. . . . The singing voices of Dick Todd and Bing Crosby are so strikingly similar, that it even fooled a Victor factory man.

Vic Sager, Missoula, Mont., phono op., was wrestling with the salmon during a five-day fishing expedition to the San Juan Islands. . . . **Joe Hart** sold his Seattle route to **Johnny Michael**. Who's route is next on the Michael Time-Table for a New Order in Seattle Coindom?

Louis Karnofsky ♦

NEW GAME CLOSE OUTS

Chicago Coin's LEGIONNAIRE	\$84.50
Exhibit's WEST WIND	84.50
Genco's ZIG ZAG	89.50
Keeney's SKY RAYS	79.50
Stoner's HI STEPPER	84.50

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

PORTLAND

PORLTAND—Wallace Anderson of Skamakaw, Washington, soon will tie the knot. Expects to honeymoon in Alaska on the "SS Aleutian." Bride is Margaret Brindell of Portland.

Northwest Amusement Co., Portland, has opened a new office at 625 S. W. 12th Ave. The formal opening was on August 1st, attended by a great many friends and customers. New building is complete in furnishings, including a refrigerator for refreshments.

Sid Schubach, Punchboard Division of Northwest Amusement, is recovering nicely after suffering a stroke. Sid is now getting around with a cane, but expects to discard that very soon.

Western Distributors recently had a three-day celebration. **Budge Wright** celebrated his birthday on August 13th—his "little woman" celebrated her birthday on the 14th—and **Alice Balingrud** (Budge's secretary), celebrated her Third Anniversary with Western Distributors.

Incidentally, **Alice Balingrud** recently won the Fred Meyer Contest with a featured scene of Spirit Lake. Her hobby is photography and we know she'll take many pictures when she vacations down at Seaside next week.

Mr. and Mrs. Sam Harles and daughter were recent visitors from San Francisco to Portland.

Friends of the **Clayton Ballards** will be happy to learn that they recently became the proud parents of a baby boy—**James Burton Ballard**. Ballard is the Packard representative in the Northwest.

Bill Lawrence and **George James** recently went on a little clam digging "spree" . . . brought back a nice supply for their friends and customers.

Max Kristol recently took in the "Red Head Round Up Contest" at Taft, Oregon. . . You should hear him rave about those "red-heads." . . . His daughter, **Jeannie**, has been vacationing at the B'Nai B'rith Camp.

John Hill, well known phonograph operator of Walla Walla, was a recent Portland visitor looking at the latest models.

The "home-buying" bug seems to be biting quite a number of the people in the Coin Industry in Portland. **Jack R. Moore** started the ball rolling by buying a new home on Patton Road; then, **Helen** and **Ed Cusson** bought a new one on the East-side, followed by **Chas. J. Green**, salesman working out of the Portland Office, who also purchased a home. On top of that, numerous customers buying homes include **Martin Fibiger** and **Forbes Simpson**.

L. Helen Cusson ♦

◀ "Say Sumpin'" Sez Trojan's Gaunt

LOS ANGELES—When THE REVIEW representative visited Fred Gaunt at Trojan Novelty Co. this week, the fat was in the fire.

"Say," sez Fred in a far from cordial manner, "everybody in the industry gets mentioned regularly in that bugle 'cept me and here I am the biggest (and only) stop in the eighteen hundred block on West Pico. I buy, sell, trade, rent, and what have you. Give me a blurb in the book and tell the boys I'd like to do business with them."

(Ed's note: There it is, Fred . . . just as ordered.) ♦

— On the Coast —

◀ Cantor Opens New Service

LOS ANGELES—The Man With the X-Ray Eyes! That's J. C. Cantor, who recently opened his offices for the sale of re-conditioned candy and cigarette machines and the servicing of coin machines. Whenever he looks at a machine, he sees right through the case and into the machinery.

That's because he learned about coin machines from the inside out—literally! Cantor explains, "I took them apart and put them together again for a long, long time in the East . . . I started getting acquainted with coin machines in a shop. But I enjoyed learning what makes them go . . . and stop . . . and start again and keep on going. I really get a kick out of making a lot of worn-out has-been machines come to life as working vendors that look slick as a whistle and work like a clock. Makes you feel as though a handful of tools are a magic wand, I guess."

A 12-year resident of Los Angeles, Cantor was engaged in the wholesale tobacco and candy business here for eight years. His brother, Louis, heads the Louis H. Cantor Company, New York. ♦

* * *

Any girl can earn a good salary by marrying a poor man. She may not get it—but she'll earn it. ♦

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Legionnaire	\$84.50
New Exhibit West Wind	84.50
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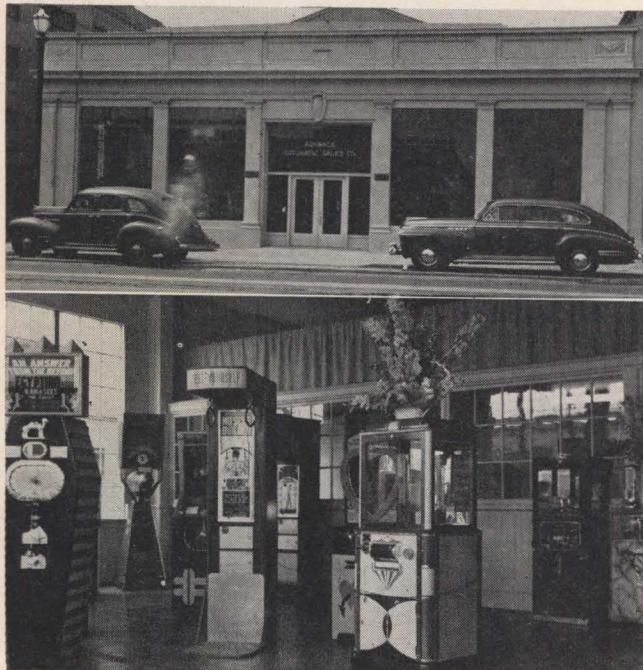
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COIN
MACHINE
REVIEW

19

FOR
SEPT.
1941

— On the Coast —



Introducing the new offices and display rooms of Lou Wucher's Advance Automatic Sales Co., in San Francisco. Top photo shows the impressive front of the new spot at 1350 Howard Street. Lower photo shows a corner of the swanky display room which takes its place along with the top display rooms on the coast.

LOS ANGELES

LOS ANGELES—With vacations practically forgotten, except for a few late lads, the industry in this area is settling down to a regular grind for the fall and winter months. Major problem with the local boys is obtaining for spot delivery as in months past. It's hard for the boys to understand that deliveries are not as rapid as in months past but that their orders will be taken care of in ample time.

Cal Brown, the Mills Sales majordomo who sells Panorams and all other Mills products, put his feet under his desk on September 8th after a vacash in the High Sierras with the missus.

Ed Mape jumped his vacation period and presided, for most of the month, at the local E. T. Mape Music Co. office, to help **L. B. McCreary** take care of the unprecedented orders for the new 5-10-25c Bar-O-Matic. Ed's a popular fellow with musicians in the South and his presence here saw a lot of the fellows come in for a gab-fest.

One of the most ardent photographers in coin machine circles in the south is **Charlie Walters** of C. Walters & Associates. Charlie has had a picnic the past month photographing the cast members in various films being shot in Hollywood for coin-operated movies.

Bob Riddell of Harmony Hostess Wired Music in Pasadena, spent the first week in Del Monte participating in the Golf Turney. Bob dropped out after the qualifying rounds but had a swell time watching the rest of the lads and gandering the beauties of the Monterey Peninsula. Incidentally the Turney was an invitational affair and Bob felt kinda proud just to be invited.

Solly Solomon couldn't stay in the Northwest too long. Solly got his first taste of the coin machine business here in Los Angeles. For some time now he's been holding down the management in Seattle for Western Distributors. But when Solly got two weeks off he headed home and had a grand vacation talking with old friends in the southland.

Bert Sanders, of Telo-Phono, has his own slant on national affairs and likes to pass them along from time-to-time. Recently an express shipment leaving Telo-Phono wasn't right so Bert penned the epic of the year: "To Hell With Hitler!"

Just forget that rumor you might have heard about National Vendors skipping the coin machine field in favor of defense orders. Such rumors are rampant in the West and 99% of them are false. **E. C. McNeil**, Western front for the firm, admits deliveries are slow but they're still in business and not too concerned about the present shortage of metals. Mac uses every opportunity to take a bit of fishing.

If you want to see a beautiful showroom at night just drive by 1701 Pico Boulevard. Mape Music has the most beautiful display of machines, all lighted, that you will find anywhere in the city, and probably in the West. You'll get a real thrill out of seeing the display so drive by.

In early September we visited the Harmony Hostess Studios in Pasadena on a busy Saturday night to see just how such an organization works after these many, many months of Wired Music. We found three girls on duty, and all of them plenty

Robinson Efforts Appreciated

LOS ANGELES—The sense of civic obligation carried on the shoulders of Samuel "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, Inc., is appreciated by all who benefit from it.

Earl B. Gilmore, campaign chairman of the United Service Organizations, in acknowledging a gift of \$50, and R. H. Caussey, president of the Southgate-Walnut Park Rotary Club, with an acknowledgement of a \$25 gift, expressed their thanks for the help of the AOLAC.

The Little Sisters of the Poor recently wrote a letter saying: "We cannot be sufficiently grateful to you for your unfailing fidelity to aid us to carry on our work and care for our 280 good Old People, who also appreciate your kindness."

Robinson has also pledged the assistance of the AOLAC to the Downtown Business Men's Association for their campaign, "Retailers for Defense Week," Sept. 15th to 20th, and other activities in their 14-point defense program. ♦

Popp Entertains Johnny

MERCED, Calif.—Henry Popp, local operator, was Johnny Ruggiero's host over a recent week-end when the two got their limit in some dove shooting. The Merced country abounds in the birds this year. ♦

Thief Trails Cig. Operator

PASADENA—September 8th was a headache for Bob Riddell, of Harmony Cigarette Service.

Returning to Pasadena from downtown Los Angeles with a supply of several hundred dollars' worth of cigarettes, Bob stopped in a spot in South Pasadena briefly and while talking to the location owner had his attention turned to his car as it was speeding away from the curb . . . cigarette stock and all.

Riddell and the location owner gave chase in another car, only to lose the thief after following him several blocks. However, after reporting the theft to police, Riddell returned to the immediate neighborhood and found his car deserted at the end of a blind street and the cigarette stock untouched. Residents in the neighborhood reported a man driving the car to a quick stop at the spot, jumping out, and running away.

Investigating officers took finger-prints, but advanced the theory that no doubt the thief had seen Riddell loading the stock in Los Angeles and trailed him.

Operators carrying large stocks of cigarettes from supply houses in their cars will do well to be on the lookout when loading to see that their cars are not spotted and trailed in a similar fashion. ♦

WE RECOMMEND THESE FEATURE GAMES FOR SEPTEMBER!

Chi. Coin STAR ATTRACTION.....\$118.50	Exhibit KNOCKOUT.....\$114.50
Genco JUNGLE.....\$118.50	Gottlieb CHAMP.....\$118.50

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LONG BEACH, CALIF.

busy, taking care of the orders from the best spots in Pasadena. But the real thrill of the evening was to see the respect in which the girls were held by the listening audience. During our brief visit, Frankie Ross, the flower girl of Pasadena, arrived with beautiful corsages for Gail, Lillian and Beulah, the three girls on duty. Some of the girls had double corsages . . . and oh, how pleased the gals really were!

Joe Richarme, headman at Long Beach Coin, gassed up, loaded the missus, and departed on August 30th for a ten day visit to points of interest in Arizona and Mexico.

Sad indeed was the tale reaching us of the big fire at Grass Valley, Calif. **P. P. Awalt** has a nice operation up that way and sixty cash award devices, and several other coin machines and salesboards, were destroyed in the warehouse fire.

Fred Reilly is really thrilled about his Dancing Circus near Riverside. Fred is taking care of the amusement requirements of soldiers at Camp Haan and March Field. A varied assortment of machines are used in the spot.

Margie Morgan, Harry Kaplan's right hand at the Southwestern Vending, is back at her desk after a vacation in Alabama.

Clayton Ballard, Packard representative in the Pacific Northwest, came to town on September 8th for a week of confabbing with majordomo Bill Simmons. Clayton is still telling the glories of parenthood.

A. J. Fox believes coin machines are here to stay (or is that statement wearing out?). Anyway Gus has moved into a new \$30,000.00 building in San Diego and his extensive operations are now being handled from this new spot.

Ed Wisler, Packard District Manager for Arizona, New Mexico and Northwest Texas, was a visitor in Los Angeles over Labor Day, after which he spent a few days at the Packard Mfg. Corp. office in Hollywood.

The Alpha Distributing Co. reports excellent business on PLA-MOR Selectors and increased deliveries weekly. "In fact, at no time, has our stock been more complete," states **W. E. Simmons**, looking over the inventory and shipments.

Stanley Turner, Service Instructor for Packard Mfg. Corp., returned from a week's vacation on Balboa Island well tanned, but "up and at 'em Stan" is again on the job.

Kenny, Manager of Hart Music Co., Seattle, Washington, PLA-MOR Distributor, was a visitor in Hollywood this week at the Packard office in Hollywood.

Jack Gutshall, of Esquire Music, isn't going to let anyone trim him out of this vacation. Jack has his hunting license from Utah giving him the right for a buck and a doe and so mid-October Jack aims to hie north with a couple of his best operator-customers and get what he's already licensed for.

Sammy Ricklin, the music king, took his vacation in Yellowstone and came home with 450 feet of kodachrome of his trip. In Las Vegas Sammy walked away with \$50.00 in earnings while the rest of the party dined. Sammy's a lucky boy, everywhere!

And speaking of Ricklin, Lake Sales have sold their downtown Wired Music operation to Cassell and Richlin. This will give the partnership about 80 units of Wired Music in the downtown area. ♦

* * *

"When the doctor examined you, what did he say?"

"He said I was in pretty good condition but that I shouldn't start reading any continued stories." ♦

— On the Coast —



J. H. Harris and star-salesman McGann smile over the cordial reception given DuGrenier products in the Pacific Northwest.

◆ Harris Makes Air Calls for DuGrenier

VANCOUVER, Wash.—There's nothing slow about J. H. Harris of J. H. Harris, Inc., when it comes to taking care of the DuGrenier business in the Pacific Northwest. Harris simply makes his calls by flying his own plane from town to town.

During August Tony and Dick Parina of R. A. Parina & Co., Western Distributors for DuGrenier products, visited their Pacific Northwest associate to check over DuGrenier affairs. Jim Harris met them with a broad smile and promptly escorted them out to the airport to watch him make a solo flight.

Harris was apparently an apt pupil for he completed the flying course in record time and with so much ease that Howard Jones, CPA accountant for the firm, is following in Jim's footsteps and can now be spotted around the airfield outside of office hours.

Harris flew to San Francisco in late August to confer with Parina and expressed himself as enthusiastic about the Champion cigarette vendor and prospects for future business on the line in the Pacific Northwest. ♦

* * *

"Hello, is this the Fidelity Insurance Company?"

"Yes, madam."

"Well, I want to arrange to have my husband's fidelity insured." ♦

◆ Mohr Leaves On Northern Trip

LOS ANGELES—Mac Mohr, Pacific Coast representative for several leading Eastern Manufacturers, left Los Angeles September 8th for Reno, Sacramento, San Francisco and other northern cities to call on operators with the new machines he has to offer.

Mac will show operators the new Silver Spray novelty game manufactured by Baker, Dava's new counter game Rex, which operators are taking to like a duck takes to water, Evans' Super Bomber and new Play Ball and the Tri-Way speaker line.

Mac reports a wonderful business on the new products and states he has been doing an exceptionally good job on Evans' Super Bomber. "Operators are enthusiastic about Super Bomber," said Mohr. "It is entirely different than other gun type machines and the boys tell of some marvelous grosses on just the ordinary spots." ♦

◆ Console Mystery Machine at Evans

CHICAGO—Two slight taps on the wall at the bottom, one small knock at the side and you have the story humming on the grapevine system these days, about the mysterious new console now in the creation stage at the H. C. Evans Co.

Company officials state, "We can't give out any information about the new games until we are ready for full production so that, when the secret is out, we can meet demands for our latest triumph in coin machine amusements."

However, the company did reveal that: "It's not a baseball game, it's different from anything ever seen before, a radical departure in coin machines which we expect will usher in a new trend in the industry. Like all Evans' games it will have extremely simplified mechanism, precision engineered for perfect performance."

The Evans machine was designed for the times, made to accommodate seven players at once so, while it has a 7-coin earning capacity, equal to seven machines, it need pay only the tax of a single unit under the new use-law. ♦

COIN
MACHINE
REVIEW

21

FOR
SEPT.
1941

LIGHTHOUSES OF THE WEST! SHOWING YOU THE WAY TO PROFITS!

Looking For Re-Conditioned Peanut Machine?

Brand New Remote Control Selector?

We're Ready To Help You! Quickly! Economically! Satisfactorily!

Wherever you are in the West, one of our offices is conveniently near you! Marble table . . . music machine . . . gum or candy vendor! We have them all with prices you want to pay and on-the-spot service! Don't delay . . . Investigate today!

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AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

ST. LOUIS

ST. LOUIS—Advanced collections over last month, and the "standstill" delivery conditions of the entire summer featured August News in St. Louis, most operators evincing no discontent over nickel play, but still visiting distributors in the feeble hope of receiving more equipment. A fire in the Buckeye Tavern which destroyed three phonographs, one of which had been placed in the building only a few hours before, caused considerable lamentation on the part of **Fred Barngrover** of East St. Louis, Ill.—who, though entirely insured, was much more disposed toward keeping the machines.

Meeting the problem of defense-inspired shortages of equipment has caused a great deal of thinking on the part of the Associated Phonograph Owners of St. Louis' Association, who met unofficially to study the problem from all angles after several members visited Chicago manufacturers. Most operators have agreed that the shortage will mean two things—a much heavier emphasis on used equipment, and "cutting down" on spots to insure that every phonograph is paying the best returns possible. To accomplish the latter aim, it was pointed out by **Ed Fisher**, secretary of the group, it will be necessary to eliminate low-income spots entirely, which will find many small St. Louis taverns, restaurants, etc., without coin-operated music for the first time in many years. Cutting down spots has amounted to as much as 50% in several instances, and there are more locations open today than at any time since 1935, according to the association.

Bill Marks, white-haired youngster operator of an extensive string of phonographs, has returned from a vacation in Michigan, where he enjoyed a belated honeymoon, and at the same time, the fame of catching the largest fish of the season at a popular Michigan resort. This was a 20 pound, 12 ounce muskellunge, which Bill fought for several hours to make a record catch. He has supplied himself with 400 pictures of the fish which he is proudly forcing on his friends.

National Phonograph Co., headed by **Clay Stewart**, former local association president, went through a somewhat unusual experience during August when an attempt to rob the cash box of a new phonograph was made at one of Clay's tavern locations. While the phonograph was in operation in broad daylight in the tavern, a man entered with tool box, overalls, etc., to ostensibly "service" the machine. When the location owner noticed that much of the "service" was being concentrated around the lock on the phonograph, he called Clay's office and inquired what the service necessity was. The call sent Clay rushing through the neighborhood to the tavern, entering in time to see the would-be-hijacker departing through the back door. He was trapped a few minutes later behind the building. "Most nerve I ever saw," was Stewart's opinion, as he repaired the damage to the machine.

Martin Balensiefer, W. B. Novelty Co.'s traveling sales-manager, spent his vacation visiting with his daughter in Denver, Colo. It was the first extensive vacation which Balensiefer and his wife, **Gladys**, had been able to take for several years.

The Associated Phonograph Owner's Association skipped the regular August meeting because of heat and legislative action, it was reported. Operators are still breathing sighs of relief over the trade's victory on the recent bill which might have taken coin operated phonographs out of taverns.

Following a recent newspaper article in St. Louis, which stated that phonograph records were becoming scarce, **Ed Fisher** of the local phono group wishes to announce that a survey of record companies shows no such condition, and that plenty of discs with sales appeal are still on the shelves at retailers' locations. "The worst thing an operator can do at the moment is to get excited over shortages," Fisher grins. "We're trying to look at the whole thing as a temporary headache."

Cards of thanks were sent to the local association headquarters this month by Emerson Electric Co., whose motors power most phonographs, and National Slug Rejectors, whose rejectors are on 90% of all phonographs. These two firms, doing a million dollars a year in the coin machine trade,

were highly instrumental in the defeat of the "no-music" bill described above.

A somewhat amusing sight these days is operators toiling and perspiring over equipment on location and in their shops, using tools put away years before. Reason, of course, is the lack of good mechanics and servicemen, many of whom are on defense projects or in the army. Nineteen to date have been drafted. Thus, operators who did their own servicing ten years ago are again doing it through absolute necessity.

Earl Bowman, whose shop moved from Grand Avenue to Ideal Novelty Co. a few months ago, has moved again, this time to St. Louis Novelty Co., new firm incorporated by **Walter Gummerscheimer**, veteran coin machine distributor on Gravois Avenue. Earl is one of the city's best equipped servicemen.

In the pinball field, "business as usual" was the theme, even though equipment remains difficult to get. Most distributors are telling operators that it will be necessary to recondition old equipment, reusing the same games at the same spots, if the future. Consequently, there is a definite "boom" in used equipment on the way.

McCall Novelty Co., headed by **Andy McCall**, sold all used equipment taken off its routes when putting on a final batch of new pintables, etc., to Ideal Novelty Co. and Olive Novelty Co. The latter two have greatly enlarged their shops and are going at breakneck speed to catch up on the thick spindle of orders coming in.

Walter Hartwig, Ideal mechanic, was drafted in August, and sent immediately to Alaska—after an entire life in humid St. Louis! "I'll freeze"—Walter moaned as he packed his bag.

Art and Bill Weinischke, popular brother team of operators, are back in St. Louis, after a long vacation in Wisconsin hunting and fishing. Also returning to business was **Carl Tripple**, who, with **Mrs. Tripple**, enjoyed a tour of Mexico during July and early August. Tripple was highly interested in seeing Seeburg equipment in many spots, and claims he recognizes a number of machines, which he sold himself, working away at Mexican night spots.

Harry Siegel of Acme Novelty Co. will be one of the most unhappy operators in St. Louis for some time to come. Vacationing in Tennessee, he misjudged a passage and wrecked his automobile to the extent that he had to buy a new one. Convalescing from that accident, he returned to St. Louis to find that his new pickup truck which switches equipment from spot to spot had also been wrecked, to the tune of \$295.00—and Harry is moaning with grief over the whole thing.

Lou Morris, Morris Novelty Co., has returned from a mysterious vacation about which he only smiles. Our guess is that Lou took a postman's holiday, and found some equipment available in the hinterlands.

Hardy Schneider, president of the East St. Louis coin machine fraternity, purchased a new car last month, "getting it while the getting is good," he said. The number of new cars in the coin machine field belies any attitude of poverty!

Mrs. Phillip Berchera of Bemidji, Ill., was a visitor to St. Louis during August, both to buy a new car and new equipment. She is receiving much congratulation from St. Louis operators on her courage in taking over the route left her by hus-

(See ST. LOUIS, page 52)

RECONDITIONED PENNY ARCADE EQUIPMENT

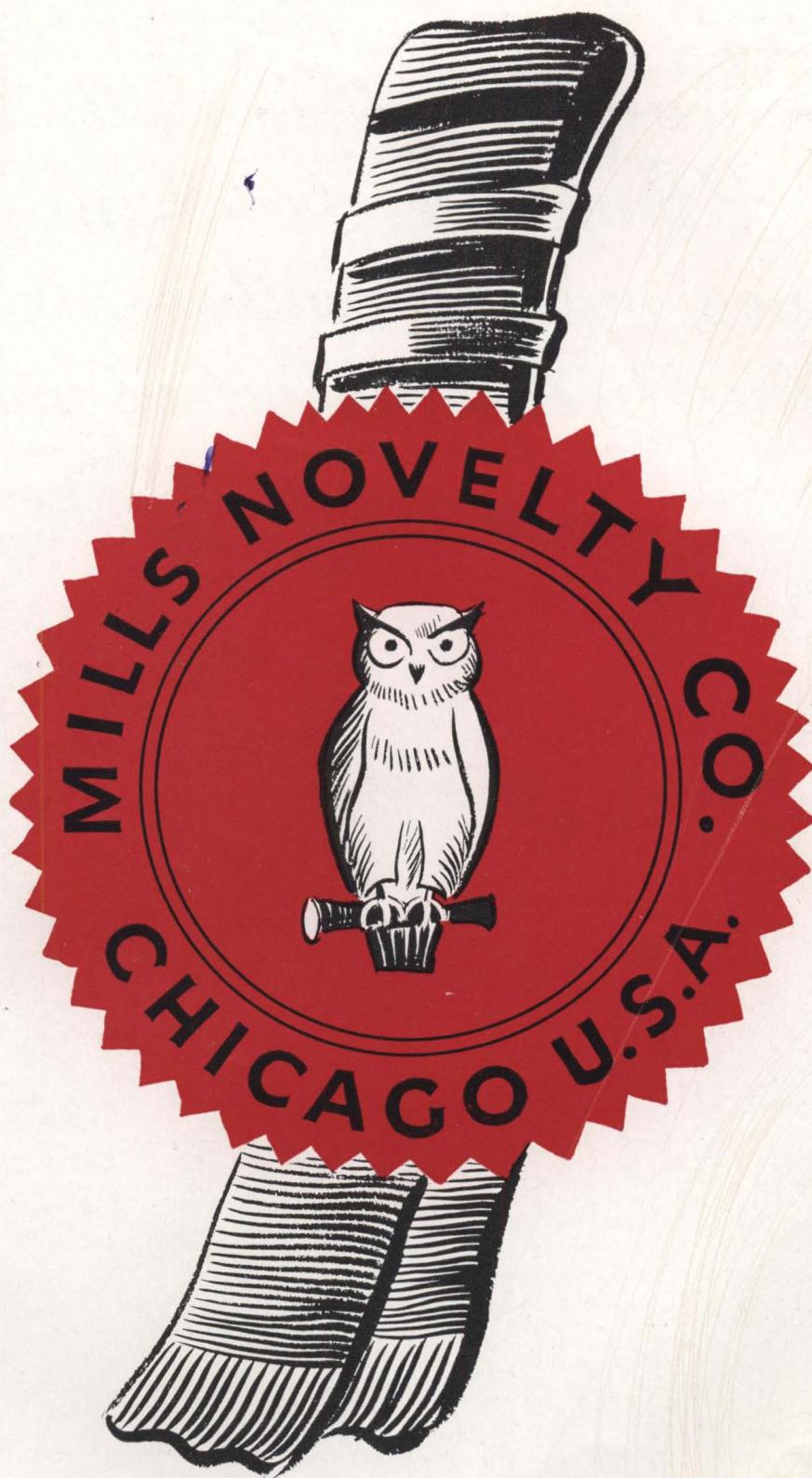
Ace Bomber (new).....	\$259.50
Advance Shockers (new).....	12.50
Advance Shockers (used).....	7.50
A. B. T. Challenger Target.....	17.00
A. B. T. Jung's Hunt.....	21.50
A. B. T. Model F Target.....	10.00
Bally Alley.....	17.50
Bang-A-Deer.....	39.50
Ball Gum Bowling, Ic.....	4.00
Basketball, Ic.....	5.00
Casino Golf, Ic.....	7.50
Character Reading.....	12.50
Coin Chute, 2c, A. B. T.....	3.25
Coin Chute, Ic, A. B. T.....	2.75
Drive Mobile (new).....	249.50
Exhibit Bowling Alley.....	37.50
Exhibit 1941 Punching Bag.....	169.50
Exhibit Hi Striker.....	39.50
Exhibit First Striker (like new).....	59.50
Exhibit Weight Lifter.....	24.50
Foto Miro, 2 for 10c.....	125.00
Foto Miro, 4 for 10c.....	125.00
Keeney Anti Aircraft (black).....	37.50
Keeney Air Raider.....	109.50
Gripper, Triple-Gottlieb.....	10.00
Gripper, Single-Gottlieb.....	7.50
Jailbird Gun—Seeburg.....	42.50
Mutoscope (Moving Pictures).....	25.00
Photoscope (wood cabinet).....	7.50
Penny Phonograph, Ic or free play.....	\$17.50 & up
Photomatic (picture in frame, 10c).....	495.00
Photoscopes (metal), Exhibit CM.....	10.00
Pull Tiger's Tail.....	42.50
Pingo, Ic.....	12.50
Pin Games, Ic, assorted.....	7.50
Skeeballette (free play).....	37.50
Slap Target.....	5.00
Scale, Mills Hi Boy, Porc.....	15.00
Ten Pins, Rock-Ola.....	32.50
Test Your Lungs.....	5.00
Western Baseball, 1939.....	42.50
Weight Lifter (3 way).....	22.50

IDEAL NOVELTY CO.

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TRADE MARK

All that this stands for-

The essence of the whole Mills Novelty Company reputation for money-making equipment is captured in this marvelous machine.



MILLS 4 BELLS

Our Biggest Money-Maker in 51 Years!

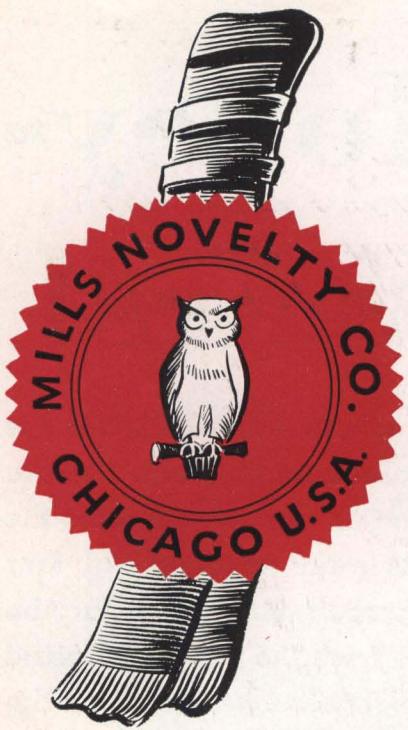
In the creed of Mills Novelty Company, the one principle that outweighs all others is this: Mills Machines must make MORE money. It isn't news when a Mills outearns a machine of another make. But it's historic when, among the countless number of money-makers that have issued from the Mills factory, the GREATEST MONEY-MAKER OF THEM ALL is finally found! That's the title recently won by Mills 4 Bells. It's a machine built on a scale never before attempted; it does more than any other machine; and it's no wonder that it makes about eight times as much money as ordinary Bells. 4 Bells is more than a Bell, more than four Bells—it's the champion of champions, the all-time top money-maker!

Four chutes: 1. Orange; 2. Plums; 3. Bells. If the pay combination with symbols corresponding to chute played turns up, the reward is automatically doubled. The fourth chute is Bars, the JACKPOT CHUTE; if this is

played and the Jackpot is hit, the Jackpot is tripled! On regular combinations, if chute played doesn't match the combination, the regular award is paid anyhow! All four chutes are slugproof! All action of the machine radiates from the sturdy full-sized Mills Mystery mechanism which spins the reels and governs the automatic pay system. Size: 45 x 43 x 30. Net weight: 285 pounds. Fruit or animal reels. Check operation optional. Specify which when ordering.

For fifty-one years the Mills trademark has proudly graced Mills Money-Makers. Now we offer you a SUPER-MONEY-MAKER, that in a single cabinet embodies all that this famous money-making emblem stands for. The records of the 4 Bells machine are so clear, so unvarying in every locality and under every kind of condition, that we have no hesitation in proclaiming it *the greatest money-maker of all time!*





Official OFFER!

Try 4 Bells for 10 days on location. Check its earnings carefully. If it doesn't take in \$150 in that time, send it back, shipping charges prepaid. If it doesn't make more money than all the rest of the machines in the location combined, send it back, shipping charges prepaid. No matter for what reason you return it, shipping charges prepaid, we will refund your money in full. All the money it has earned during the test period is yours! I personally back this offer to the letter, although I feel that after you have had 4 Bells for just one day you will never want to give it up.

PRESIDENT, MILLS NOVELTY COMPANY

VENDORS

Burel Brothers Are Indicted

CHICAGO—A charge of mail fraud by the Federal District Court was responsible for indicting Emil Burel, 39, and his brother, Aloise, 44, operators of a peanut and candy vending machine company. Eight company salesmen were also named in the indictment. Judge John P. Barnes set \$3,500 bond for each defendant.

J. Albert Woll, United States Attorney, said the Burel company, now bankrupt, sold vending machines to investors and then leased them back on a share plan for operation. Several hundred investors in the middle west were defrauded of more than \$300,000, individual investments ranging from \$100 to \$15,000.

Salesmen indicted were Russell A. Gair, Frederick G. Lorch, Stuart C. Bestar, Fred C. Matthews, Nicholas E. New, Bernard A. Patterson, Burt R. Smith, and Edward Schwartz. ♦

* * *

"Poor old Bill! He's so shortsighted he's working himself to death."

"What's his short-sight got to do with it?"

"Well, he can't see when the boss isn't looking, so he has to keep shoveling all the time."



Burnhart, "Bip" Glassgold, sales manager of Arthur H. Du Grenier, Inc., returned to his New York office after visiting the Du Grenier factory at Haverhill, enthusiastic over the rising sales of Champion Cigarette Merchandiser and Candy Man, 5c candy bar machine. ♦

Bingo Features W.V.M.O.A. Meet

LOS ANGELES—It was winner take all and no "take out" for the house when the membership of the Western Vending Machine Operators Association went in for bingo following the August 26th meeting at McDonnell's, Sixth and Figueroa.

Attendance at the meeting was rather light, with vacations accounting for most of the missing. Operator Straw sought out the High Sierras and Lake Tahoe for his sojourn and thus another regular showed up missing at the August 26th meet. M. S. Moderno advised the meeting he would leave during September for a trip to New York and the Eastern Seaboard, combining business with pleasure.

Meeting was brief and very little business transacted. Some discussion was had concerning the prevalence of machines on city properties and reports made on assistance being given the Association by city groups to relieve this unfair advantage.

Adjournment was taken early so the bingo cards could be passed and the game get underway. So popular did it become that the boys played 'til way past 11 o'clock and officers decided that a bingo game next meeting would be a certain feature.

Next meeting comes off on the thirtieth of September at the same spot. Vending machine men are cordially invited to attend meetings and learn of the splendid program WVMOA has for the betterment of the industry in general.

Larry Hagler. ♦

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GET THIS ONE

VIEW-A-SCOPE

Shows Life-like TRU VUE FILMS in third dimension. Scenic, Stage, Night Clubs. Children's SPECIAL, SALLY RAND, EARL CARROLL'S BEAUTIES AND OTHERS. 35 mm Standard Film Only. \$29.95 Ea. Complete with 3 Films. Operates on single Dry Cell Battery.

New—Legal
"Electric Defense Gun"

It Tilts! It Fires!
Feel It! Hear It!
3-Way action for
1c or 5c play.



AUTOMATIC GAMES 2422 Fullerton CHICAGO

Wallace Celebrates With Parents

SAN FRANCISCO—Fifty years of watching life grow and change in America is a long time and when a couple celebrate a half century of watching it together, they deserve a perfect day of celebration. That is what J. Vance Wallace, head of the Viking Specialty Co., thought, and so, he travelled some 3,000 miles to be with his parents on their Golden Wedding Anniversary.

Wallace said, "I decided to take a three weeks' vacation and combine my holiday with my parents' great occasion. On the way home, I stopped off for a meeting with some Chicago manufacturers but the one event of the whole trip I'll never forget was that 50th wedding anniversary of mother's and father's in Clarksville, Tenn.

WESTERN VENDING MACHINE SERVICE READY TO SERVE YOU!

Announcing the Opening of My Reliable New Service for Operators Who Demand the Best!

Complete Stock of

**SECOND HAND CIGARETTE AND
CANDY MACHINES! Look, Act Like New!
TOP-NOTCH MECHANICAL SERVICE!**

- Overhaul Machines!
- Convert All Models!

- Refinish! Repaint!
- Condition Like New!

Come In and Inspect Our Stock

Pick Up . . . Deliver . . . Special Attention to Mail Orders

J. C. CANTOR
LOS ANGELES

Telephone PR. 5983

Vending Fundamentals

By James Kent

A real estate office . . . a garage . . . a merchant vendor!

If you know which of those two things belong together, you've learned the first principle of being a successful operator! Chances are, the real estate office has about 15 customers a day . . . the garage 100! It doesn't take much figuring to decide where peanuts and gum are going to be sold with that choice!

There is no "sure-fire" way to judge a profitable location from the outside. The judging often requires investigation. Often the busy store which looks as though it would be a gold mine, when combined with your machine, turns out to be a

"flop." And the dingy, little "hole-in-the-wall" becomes one of your really profitable locations. The old, faithful, trial-and-error system is always available for you can always desert a location that way and yet you don't pass up anything which might be a genuine money-earner.

It's usually pretty safe to select the aforementioned garage, a tavern, drug store, restaurant, or similar spots for your vending machine. Penny vendors, unlike amusement and skill games, do not require a prominent spot and they're usually placed for months, even years. Therefore, if the location is one which a reasonable number of people enter or pass and the machine nets you a nominal but steady profit, you should be satisfied.

Operating business is exactly like any other business. You have to start out with

a definite system for running it or you're bound to run smack into failure.

One of the first things you have to do is to develop a sales talk that is convincing! You have to meet that unspoken challenge of a proprietor: "Show Me!" So do it. Show him your bright, shiny, well-kept machine that is going to add to the smartness of his establishment. That means you must have the machine with you at all times. Show him next that your machine is really an assistant clerk, automatically attending to small sales so that other clerks can devote their attention to larger, more important transactions. Show him that your machine supplies the store with small change, attracting odd pennies.

Your final, cracker-jack "Show Me" will really hit him right between the eyes. Show him that, since he is required to make no investment, he stands to make a pleasant profit from the machine's intake and—should it take in nothing—he still won't lose because it won't cost him anything in the beginning.

Once you have his consent to install the machine, remember Snuffy Smith's adage, "Time's a wastin'" and install it immediately before he has time to change his mind.

Now comes the part of your system that might be called "Building a reliable reputation." Service your machines regularly and efficiently. Lay out your route to waste as little time as possible in going from one location to another.

Individual attentions to machines before installation will save you time and trouble later. Try the machine's key in its respective lock, making sure that it fits properly and the lock mechanism functions smoothly before you place it on location. Make a record of each serial number on a separate card, the cards to be used for recording the name, address and the location in which you install the machine. Attach a gummed label, bearing your name, address and telephone number, to the inside of the glass globe so that it is always visible from the outside. Then, should he wish to contact you, the location owner will have quick access to your phone number and address. Still better, give him a supply of penny postal cards, addressed to you, and tell him that, in case of emergency, if he wishes to call you for service, you will refund the nickel.

Don't forget to test your machine before putting it on location. Use slugs to learn whether the machine's mechanism is capable of resisting them. Check delivery of merchandise to see if the mechanism is properly operating.

Last—but way up in front in importance—keep a written record of your business. Without figures you cannot make up a profit and loss statement. Without that record, you cannot succeed in the business of being an operator!

* * *

"Yes, I used to be in politics myself. I was dog-catcher in my town for two years, but finally lost my job."

"What was the matter — change of mayors?"

"Nope. I finally caught the dog."

* * *

At a lumber camp one hundred men were employed and two women cooks.

"When you make your report," said the owner to the foreman in charge, "don't use a lot of language. Just put down in figures what has been done during the month."

When the report came in it read:

"Last month one per cent of the men married fifty per cent of the women."

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FINEST CANDY VENDOR MADE

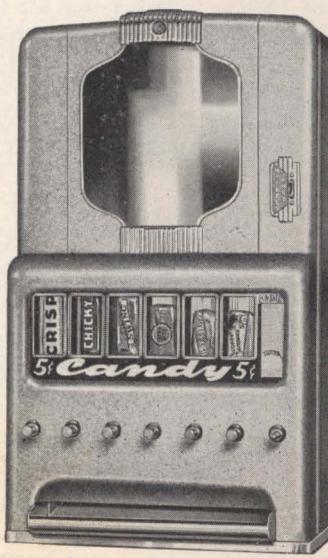
Univendor

Employers today welcome the installation of candy vendors in their offices and shops. They recognize the energy building quality of candy, its value in helping combat employee fatigue. These organizations are ready made prospects for you. Talk to them about Univendor, the finest candy vendor made. It's your entree to profitable, consistent business. Investigate today.

Univendor accommodates the popular large size bars, has largest shelf capacity, greater selection, and is available with the multiple price vending feature.

STONER CORPORATION
332 Gale Avenue

Aurora, Illinois



Univendor Junior (Wall Model)
6 column — 102 bar capacity

The COIN-QUIZ



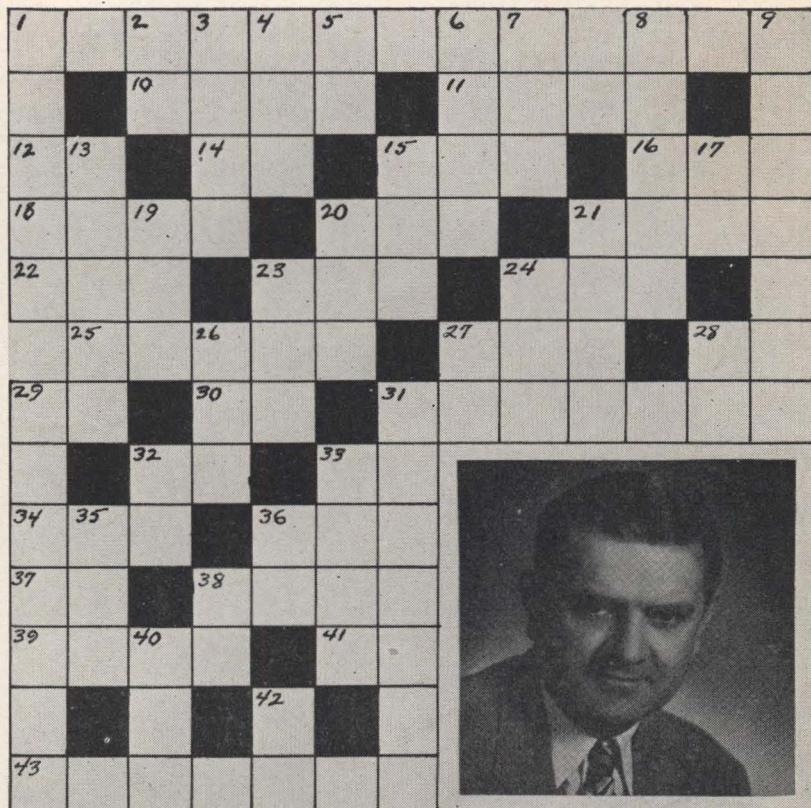
There wasn't a moment's rest for Ace Bomber, popular entertainment feature at the USO party given by Selena Royle, radio actress. Shown in her home are, left to right, A. W. Blendow, representative of the International Mutoscope Reel Co., donators of the machine; Thomas Krusinsky, representing the U. S. Navy; Selena Royle, and Private Stanley Kulik, representing the Army.

Mutoscope's Sky Battles Aid USO

LONG ISLAND CITY, N. Y.—Every moment of action earned money for the USO as Mutoscope's Ace Bomber and Sky Fighter bombed and fired away at a recent "Defense Party" given by Selena Royle, radio actress. William Rabkin, president of International Mutoscope Reel Co., turned over all money taken in by the anti-aircraft machine gun games to the USO, through Al Blendow, his representative at the party.

Miss Royle's guests of honor at the party, celebrating her second year as star of Columbia Broadcasting System's program, "Woman of Courage", were Servicemen Thomas Krusinsky of the U. S. Navy and Private Stanley Kulick of the U. S. Army.

Prominent guests were Myrtle Vail and Helen Mack of "Myrt and Marge" and Gertrude Warner of "Ellen Randolph and City Desk", radio programs; Arlene Francis and Lanny Robinson, who support Miss Royle on her program; Hugh McKay, advertising manager of Colgate-Palmolive-Peet Co., sponsors of the program and Jack Runyan, Ted Bates Advertising Agency. ♦



ACROSS

1. The gentleman shown herewith is western district manager for this coin machine manufacturer.
8. A European country; abrev.
10. Long metal sticks.
11. There's one of these in every jackpot machine.
12. Male relation; abrev.
14. Musical note.
15. The wrong kind of locations.
16. Part of a circle.
18. What the coin machine man does when he's striking a hard bargain.
20. Lots of this in Congress.
21. What one says to a cat in an unwanted place.
22. One's self.
23. Why people play coin machines; for what?
24. Member of the B.P.O.E.
25. A Chicago coin machine distributor.
27. A union headed by Phillip Murray.
28. Comparative word ending.
29. Plural; abrev.
30. Man's nickname.
31. A generic term often applied to the coin machine business.
32. A direction; abrev.
33. Ukrainian Interior; abrev.
34. Most coin machines are made from this native metal.
36. Make a circle, take a portion of it, and what have you?
37. Our continent; abrev.
38. Where all of us like to have a lot of money.
39. The machine does this with its tokens from time to time.
41. A direction; abrev.
43. You have to fill these things out for the boss.

DOWN

1. Initials and last name of the gent shown in the picture.
2. Method of transportation; abrev.
3. Lie about lazily.
4. She's sweet as Apple Cider!
5. Tensile Strength; abrev.
6. Ages.
7. Wrong color for the operator's books.
8. Right color for the ink in said books.
9. Name of latest model firm in 1 across makes for phono trade.
13. A trade-name amplifier.
15. Refuse permission.
17. Egyptian Sun God.
19. Measure of city land.
20. Man's name.
21. Type of gin. (As if we wouldn't know?)
23. Somewhat akin to fashion.
24. East Indian Viceroy; abrev.
26. Man's name.
27. Business organization; abrev.
28. Latin word.
29. A Los Angeles distributor.
31. Fodder for the automatic phono.
32. A direction; abrev.
33. Burial vases.
35. Papa sheep.
36. American Admiralty; abrev.
38. British Trinidad; abrev.
40. Little devil.
42. Either.

* * *

First Gunman: "That was the easiest job we ever pulled."

Second Gunman: "You bet. Easy. Why, it was almost a crime to take the money."

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NEW PAYOUTS IN STOCK

KEENEY'S FORTUNE and SUPER BELL, WESTERN'S FLYING CHAMP
BALLY'S "41" DERBY and TURF CLUB

All Rebuilt and Very Clean!

IN FIRST CLASS CONDITION and READY FOR LOCATIONS

PAY-OUT GAMES

3 Fleetwoods, multiple	\$29.50
2 Fair Grounds, multiple	35.00
3 Mills 1-2-3 (late)	35.00
5 Thistle Downs, mul'tl..	75.00
1 Handicapper	39.50
9 Preakness	19.50
1 Rover	19.50

FREE PLAY FIVE BALLS

3 Contacts	\$15.00
1 Pyramid	10.00
1 Short Stop	39.50
1 Boom Towns, new	75.00

TERMS: One-Third with Order, Balance C.O.D.

The R. F. VOGT DISTRIBUTORS

Milner Hotel Building

Salt Lake City, Utah

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

MOVIES

Newly-Created Mills Co. Elects

OAKLAND, Calif.—A. H. Bouterous is announced president of the newly-organized Mills Enterprises, Inc., with offices in Oakland and Los Angeles. H. L. Lindsley is vice-president, and W. H. Taylor, secretary-treasurer.

The overwhelming applause of the enthusiastic public . . . dimes replacing hand-clapping . . . produced a need for a West Coast distributorship for Panoram Soundies which is answered in the offices of Mills Enterprises at 1630 West Eighteenth Street, Oakland, and 1491 Washington Boulevard, Los Angeles.

With 3,000 machines reeling away throughout the United States and new program reels being released at the rate of one or two weekly, this experiment in coin machine movies has become a great industry.

Always quick to respond to the new in entertainment, the West, in particular, has caused a mushroom growth of the Soundie business. Opening the field of top-notch amusement to operators, Mills Enterprises, Inc., now Panoram distributor for the State of California, will offer territories on an exclusive and non-exclusive basis for these Mills Novelty Co. 16 mm. movies.

The three-minute Soundies present various forms of film entertainment, all designed to hit the peak in popularity at a time when audiences are demanding light recreation, singing, dancing, comedy. RCA recording equipment is used for clear tones. Well-known Hollywood names have been garnered for musical composition, direction and dance supervision. Faces familiar in full-length movies and star voices of radio are presented as Soundie artists.

The "father" of Panoram, Mills Novelty Co., was established in Chicago in 1889 by H. S. Mills, father of the present owners. From the time of its inception, through years of growth and expansion, the company has made "reliability" and "invention" its theme words.

Officials of Mills Enterprises, Inc. declare that they, too, are building on a pattern, with a foundation built on "service" and "cooperation."

* * *

"I think he married her because of her mind."

"Yes, her mind was made up to get him and she got him."

◆

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C. Walters, of C. Walters & Associates, signs a check for \$10,000 and the contracts giving him exclusive distribution on the films of Associated Producers Distributing, Inc., for California, Arizona, Nevada, and Hawaii. Left to right, seated: Louis Herscher, musical director; Mario Castegnaro, producer of Techni-Process films; C. Walters. Standing, left to right in first row: Clarence Bricker, Featurette director; Roy Mack, Techni-Process director; Paul W. Blackford, editor of THE COIN MACHINE REVIEW; B. Freedman, of C. Walters & Associates; Mrs. Castegnaro, of Techni-Process; Samuel De Groot, attorney for Associated Producers and numerous film stars, and, behind him, Robert DeLeon, general sales-manager for Meter-movies, Inc. Others are principles in the Techni-Process production of "Samson and Delilah."

Walters Appointed Film Distributor

LOS ANGELES—The big news in film circles the first of September was the announcement by Associated Producers Distributing, Inc. of the appointment of C. Walters & Associates as exclusive distributors for three-minute films in California, Nevada, Arizona, and the Hawaiian Islands.

Associated Producers Distributing is the distributing organization for Technimprocess, Featurette, and Song-O-Graph productions

and will provide Walters with more than 100 film subjects for distribution over the next twelve months. C. Walters and Associates deposited \$10,000 with Associated Producers at the time of signing the contract as a deposit on the new programs which are now in production.

"The coin movie business gives every assurance of becoming the biggest thing in the history of the coin machine industry," declared C. Walters, "and in signing this exclusive deal we did so only after a thorough investigation into the workings of the three companies and examining the types of pictures they have in production."



Leading Coin-Operated Motion Picture Instrument
Featuring
Metermovies' Exclusive Metering Magazine

CAPACITY: 24 FILM SUBJECTS

DEPENDABLE

"CAPACITY FOR THE FUTURE"

METERMOVIES, INC.

● 8851 BEVERLY BLVD.
HOLLYWOOD, CALIFORNIA

**It's
1943**

on



calendar

1941 — has gone

1942 — has gone

- Twenty-Four Subjects
- High Fidelity Reproduction
- Larger Screen

Metermovies are that far ahead —

- Engineered Simplicity
- Air Conditioning
- Trouble-Free Operation

C. WALTERS and ASSOCIATES

2201 BEVERLY BLVD.

FE. 1474

LOS ANGELES, CALIFORNIA

CALIFORNIA ARIZONA NEVADA

DISTRIBUTORS FOR

◀ Metermovies To Increase Plant

LOS ANGELES—About the busiest manufacturing plant in Southern California right now, with the possible exception of the airplane factories, is the headquarters of Metermovies, Inc., the central and key plant of the three Metermovie production units. In an exclusive interview with Bob De Leon, Metermovie sales manager (everyone else in the entire plant was just too darn busy to talk), the COIN MACHINE REVIEW learned that despite all provisions to the contrary, production has outraced production facilities, and as a result Metermovies will soon be moving to their new, enlarged quarters at a convenient Hollywood location. A new building comprising 7500 square feet of manufacturing space is being built at this time to accommodate all of the new equipment and manufacturing facilities the company has purchased and De Leon states that production of Metermovie machines will be increased by 500% after the move.

Established Metermovie distributors throughout the United States are already

absorbing the entire production of the present plant and, according to De Leon, there are hundreds of distributors and operators in open territory clamoring for the Metermovie franchise.

"We are investing an additional \$50,000 in new equipment and plant in order to take care of present buildings and be able to accept contracts which have been offered us in the past sixty days calling for hundreds of Metermovie machines," De Leon said. ♦

◀ Walters Gives Business Tip

LOS ANGELES—Remember that popular piece of fiction about the man who scorned the idea of investing his savings in a 1910 movie house and got a good, sound livery stable instead?

The keynote for business men, "Look Ahead", receives cheers from C. Walters of C. Walters and Associates, who heartily condemns the "Looking Backward" theory.

Says Walters: "Why be a stick in the mud? Sure the coin machine business has been good to all of us and none of us would

like to miss one minute of the time we have spent in it. But, remember, time marches on. I, for one, have had a great time operating marble tables, slot machines, punch boards and phonographs but sweet dreams don't put sweet dollars in the bank account.

"The good, old weasel sack gets plumb up to the top when a man has the luck to have the right proposition knock on his door and enough business acumen to grab it. The men who have made important money in the coin machine business are the boys who saw their opportunity and jumped in on the ground floor. Show me a successful coin machine man and I'll show you a man who goes ahead full speed.

"No waiting to see what the other guy is going to do, no wondering what his competitor is going to do or what the guy around the corner thinks of the proposition. He's putting out machines—new ones—while the stick-in-the-mud is still wondering what to do.

"This talking picture coin-machine business is just such an opportunity for the wide-awake operator! If you miss the boat, don't say, 'Why doesn't somebody tell me these things?' We are telling you now!" ♦



◀ Panoram Reports Big Film Supply

CHICAGO—It's really true . . . about the Panoram Soundies being as plentiful in the coin machine field as pink lemonade at a circus!

Officials of the Soundies Distributing Corporation of America, with headquarters here, declare that an operator could put Panoram, manufactured by Mills Novelty Co., on a location and have enough reels for nine months, changing them weekly!

According to Panoram reports, new reels are being supplied by the producers each week, bringing the present total up to 40 reels of eight subjects each.

◀ Stage—Screen Stars in Soundies

HOLLYWOOD—The Charioteers, radio entertainers who were with the New York cast of "Hellzapoppin", motion picture actress-radio singer Gertrude Niesen, and Lanny Ross, star of stage, screen and radio, are just a few of the celebrities offered in new Panoram Soundies by the Mills Novelty Co.

"Swing For Sale" is the title of the Charioteers' movie machine offering. Gertrude Niesen sings "Hawaiian War Chant" and Lanny Ross presents a song of his own composition, "There's Nothing Like the Smile of the Irish."

Other subjects on this bloc of eight are: "Bicycle Built For Two," featuring the Eton Boys; "Hungarian Dance," Emery Deutsch and his orchestra; Gus Van, night club artist, "I'm An Old Cowhand"; Landy Trio, "My Fraternity Pin," and the Nationairs in "There's Something About a Soldier."



The production of shorts for coin movies moves along rapidly in Hollywood these days and here are four shots taken on the Featurettes lot during early September. Top left is Gertrude Niesen, whose "Oh, Johnny" is said to be more terrific than "Man Who Comes Around." Top right shows part of the folks at work on a desert short. Lower left is lovely Jane Crawford, featured in "Dancing In a Harem," while on the right is Harold Raymond, president of Featurettes and Associated Producers Distributing.

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Associated Producers Distributing Incorporated

(FEATURETTES — SONG-O-GRAPH — TECHNIPROCESS)

announces with pleasure

THE APPOINTMENT OF

C. WALTERS & ASSOCIATES

Federal 1474

2201 Beverly Blvd., Los Angeles, Calif.

as

EXCLUSIVE DISTRIBUTORS

for

CALIFORNIA, NEVADA, ARIZONA & HAWAII

on

More Than 100 Film Subjects
to be released in the coming
twelve months by

ASSOCIATED PRODUCERS DISTRIBUTING, INC.

1117 N. McCadden Place

Hillside 8179

Hollywood, Calif.

Reviews

OF PICTURE PRODUCT

Dear Boss:

Since you were vacationing, I turned reviewer and the comments below are therefore genuine public reactions because I'm one of the public, aren't I? I was really thrilled to see something that is making history — machine movies — but I kept wishing the same wish of people back in the early days of regular movies: That the makers would realize that a make-up expert and a photographer can make or break a movie whether it is three hours or three minutes.

Your Girl Friday.

(Editor's Note: The following covers three Program Reels of three-minute subjects being offered operators by Minoco Productions, Inc., producers of the Mills Novelty Company's Panoram Soundies. Product is offered only on combination reels as reviewed and individual subjects are not available.)

PROGRAM NO. 1

1. KISS THE BOYS GOODBYE, by Minoco.

Mary Healy with plenty of old-fashioned sex appeal presents this current hit surrounded by males who act like zombies (the dead on earth). A very pretty girl and a very good song, however, for all audiences.

2. HE TOOK ME FOR A SLEIGH-RIDE IN THE GOOD OLD SUMMERTIME, by Minoco.

The less said about this Cindy Walker-Brooks Benedict presentation the better. It's a perfect example of why vaudeville died — but definitely.

3. YOU'RE IN LOVE WITH EVERYONE, by Minoco.

Bernadene Hayes and tears in your beer. A girl with a torch voice the victim of bad photography, poor direction and terrible make-up (the imperfection in her lips takes the mind away from the song) but, considering the song, it may be just as well.

PANORAM-SOUNDIES

The Automatic Music Floor Show

Introduced one year ago Mills PANORAM stands today the admitted leader in the field of coin-operated movies. Thoroughly tested and proven in every part of the nation under every conceivable condition the PANORAM has proven itself to be WITHOUT EQUAL... the acknowledged King of all coin-operated movie devices.

300 Film Subjects Ready

The greatest names in Show Business are Exclusively on Mills Soundies. 300 Musical Reviews already completed. 8 additional 3-minute movies each week assures you of one or two weekly changes. And remember—there's not a "dud" on any Soundies program... every feature has a star selling name to make your weekly collections the very largest possible.

OVER 3000 PANORAMS NOW IN OPERATION

Distributorship for the State of California has been secured by Mills Enterprises, Inc. Territories are now open for EXCLUSIVE and NON-EXCLUSIVE franchises.

Augment your present operation with a limited number of PANORAMS.



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PANORAM WALL BOXES NOW AVAILABLE

MILLS PANORAM and SOUNDIES are on display in Oakland and Los Angeles. Write or wire today for information regarding cash price or time payment plans!

MILLS ENTERPRISES, INC.

Telephone: Higate 0234

1630 W. 18th Street

Oakland, California

In Southern California see Cal Brown

MILLS SALES CO.

1491 W. Washington Blvd.

PROspect 0843

Los Angeles, Calif.

The Industry IN • THE • NEWS

Omaha Sunday World-Herald:

Florian L. Newbranch devoted a full page in the Nebraska paper's magazine section in August to a story entitled, "Are You a Weight Machine Addict?", illustrated with pictures of men and women weighing themselves. Said Newbranch: "The penny-in-the-slot weighing machine is an institution . . . In stores, doorways, depots, some restaurants, you find them. Not only do these machines print your weight on the slip secretly but most of them do a little fortune telling—all for the same penny."

Fort Worth, Texas:

Newspapers in this city carried the story of Dr. Henry Harper, physician, who installed a music machine in the waiting room of his Medical Arts Building office suite. A nurse, meeting entering patients, presents them with a slug which operates the machine. If a patient is under a long course of treatment, he never gets bored for records are changed every week.

Life, Aug. 25:

Again bringing to the fore the fact that no group of army or navy lads is complete without an amusement or music machine, a full-page display advertisement by Heinz, of the 57 varieties, shows soldiers and sailors in eating spots. And, in the Galveston picture, sergeants from Fort Crockett surround a music wall box.

Good Housekeeping, August:

The theme of the times is exemplified here as a two-page illustration for a tale of the young set shows boys and girls dancing to music from an automatic phonograph in a soft drink rendezvous.

On the Stage:

When the laughs failed to come fast and furious for the Slate Brothers in Earl Carroll's "Vanities", Henry Slate assumed a superior stance and demanded, "Do you think I have to do this for a living? Hell, no, I've got a couple of pinball machines working for me!"

And Radio:

Artie Shaw, who holds the crown for temperamental artistry among band leaders, is sometimes just an every-day, down-to-earth guy who likes to go to hot dog stands and listen to music machines, if Dorothy Kilgallen's recent radio item is correct. She reported that Artie and his newest big-moment, Barbara Bannister, shun night clubs for the above mentioned and simpler pleasures.

And Movies:

Critics are tearing their hair and battling right and left in disagreement over the virtues and failings of entertainment as depicted in Ronald Colman's new movie, "My Life With Caroline" but at least everyone agrees on some things which are true to life in the picture. Those things are the automatic music machines in the fashionable winter lodge's tap-room and a Florida hamburger stand, and the penny scales glimpsed between the emotings of the stars. ♦

PICTORIALLY SPEAKING



Coin Phonograph Operators and Entertainers talk it over at the recent Music Merchants' Convention in New York City. From left to right are Frank B. Walker, RCA Victor vice-pres. in charge of records; Teddy Newark Automatic mond, head of the Newark Automatic Phonograph Operators Association; Shep Fields, and James' brother, Frank Hammond, an executive of the Philadelphia association.



Coin folks pause for photograph at recent J and J Novelty Co. picnic in Detroit. Left to right, standing: Angelo Meli of J and J Novelty Co.; Ted Bennett, leader of Ted Bennett's Orchestra, Toledo; Rose Knollmiller, Toledo Coin Machine Exchange Co., Toledo; Herb Jones, Bally advertising manager; Jimmy Passanante, J and J Novelty Co. Left to right, seated: Art Garvey, assistant sales manager, Bally Mfg. Company; George Jenkins, Bally's general sales manager; Sam Rosenthal, leading Detroit operator.



Packard Pla-Mor Remote Control installed by Angott Sales Co., eastern distributor of Packard, for Operator Harry White of Detroit.



Seeburg Wall-O-Matic installation made by Pete Morrisey of the Beach Amusement Co., in the new Circle Bar in Hollywood. Morrisey operates several hundred Seeburg boxes and is extremely proud of the above installation and says it is the finest made in California.



At a recent meeting in New York City, the above men greeted Homer Capehart and talked over with him the possibilities in the operation of Packard Pla-Mor equipment. Left to right: Jerry Morris, Homer Capehart, Ralph Colucci of Mattatuck Distributing Co., and Ben Palasrant, New England district manager for Packard.

MAYFLOWER OPENS WURLITZER DISTRIBUTORSHIP OFFICE IN BUFFALO



Interior view of the attractive showrooms of Mayflower Distributing Co., newly-appointed to represent Rudolph Wurlitzer Co. in the Buffalo area.



Sam Taran, Mayflower Distributing Co.'s owner.



Ray Peterson, named manager of the Buffalo office of Mayflower.

BUFFALO, N. Y.—The Mayflower Distributing Co., headed by Sam Taran, will represent the Rudolph Wurlitzer Co. for the distribution and sale of Wurlitzer phonographs in the Buffalo area, according to an announcement made by M. G. Hambergren, Wurlitzer's general sales manager. Taran named Ray Peterson manager of Mayflower's Buffalo office, which

also distributes Wurlitzers in Pittsburgh. Art O'Meara will assist Peterson. Officials at Wurlitzer's new Buffalo headquarters, 350 Delaware Avenue, declare: "We believe that sales figures thus far indicate a great future for the newly-formed organization!"



Joan Merrill, the "Lyrical Miracle of Blue Bird Records" is shown singing one of her hit tunes as it is playing on a Seeburg Deluxe Hitone Symphonola. Miss Merrill, an established network's star recently signed a contract with RKO pictures after scoring successfully in Columbia's "Time Out For Rhythm." Joan, who really knows her music, was most enthusiastic about Seeburg Ear Level Tone Reproduction and praised "the most realistic reproduction I ever have heard. I believe this great Seeburg engineering achievement has definitely opened a new field of acoustical reproduction. It is certainly a wonderful contribution to 'better listening' for musical America."

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Exterior of the Delaware Avenue headquarters where Wurlitzer phonographs will be sold and distributed.



PACKARD HAS A PICNIC!

1, left to right, Billie Gardner, Thelma Powdery and Vincent DeGregory in a playful mood. 2, left to right, Mesdames Rossebo, Capehart, Jerasech, Pheasant and Kennedy watch the ball game. 3, Florence Burris, Mary Walker, Mrs. Hutton and children, all enjoying themselves. 4, W. F. Struby and Mrs.

Struby watching the Treasure Hunt. 5, left to right, Miss Jerasech, Mrs. Capehart, D. V. Kennedy and Mrs. Kennedy. 6, Three-legged race — lots of spills. 7, Girls' tug-o'-war — Ada Floreancig getting a laugh. 8, First Baseman Capehart trying to catch Runner Rossebo off base. 9, Harry Drollinger, in a wandering mood. 10, The winnies! Rear — McKinney, Kathryn Snyder, George Rossebo, Wilma Mil-

ler, Mary Lou Wilson, Ruth Speake, Charles Pheasant, Vincent DeGregory, Twin Webster (we're not sure which); front row — Bob Woods, children of employees. 11, Seeing double! The Webster twins, Helen and Clarise. 12, Men's tug-o'-war, headed up by Homer Capehart, just as the rope broke and they all spilled. 13, left to right, Frank Standish and D. V. Kennedy talking it over.

MUSIC



Sales and display room and offices of the California-Simplex Distributing Co., San Francisco.

Supply and Demand Causes Moving

SAN FRANCISCO — Edward J. Smith, general manager of the California-Simplex Distributing Co., Wurlitzer distributors, announced his company's new headquarters at 415 Brannan Street, stating: "We simply

had to move to larger quarters because of our constantly growing business. It's the old story — operators demand Wurlitzers, we must supply them!"

The new building features the modern "daylight" lighting system and, according to Smith, "California-Simplex now has plenty of space for attractive offices and display rooms, a complete service department and ample warehouse facilities." ♦



In the office pictured here are Walter Rehder and Edward J. Smith, at left, and M. Park, Mrs. Adele Postlethwaite and Harry Jacobs, all enthusiastic about California-Simplex's new home.

◆ BMI Offers Hibbeler Hit

NEW YORK — The autumn pace for dancing feet has been set by Ray Hibbeler's new composition, "Wand'ring Sparrow," with Jimmy Dale's orchestration, the latest hit tune to join the Broadcast Music, Inc. ranks.

Hibbeler, now composer for Garrick Music Publications, is responsible for "Melancholy Lou," which chalked up a record of 131,000 phonograph records.

* * *

"Where'd you spend the summer?"
"I worked in Des Moines."
"Which—copper or coal?"

Capehart Hosts Employees' Picnic

INDIANAPOLIS, Ind.—The first annual picnic was held late in August for 350 Packard Manufacturing Corp. employees and their families at Northern Beach with Homer E. Capehart, Packard president, as host.

A treasure hunt, with Packard's head awarding cash prizes to all winners, closed a day and evening of swimming, games, races and entertainment.

Featuring the program of contests was a watermelon eating contest held after the picnic supper. ♦

Merkle Joins Auto. Inst.

CHICAGO — Frank P. Merkle, former head of the phonograph division of the Herbert Corporation, has joined the Automatic Instrument Co. ♦

D E C C A
All-Star Records

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Coin Men Pledged BMI Support

NEW YORK—The promise of active promotion of BMI tunes on coin operated machines—minus any fee—is made by officials of Broadcast Music, Inc., to automatic phonograph operators as a shining gesture of re-assurance flung on a horizon darkened for the industry by ASCAP'S proposal of a heavy fee on all machines playing their compositions.

According to the report of BMI, present plans call for active promotion of their tunes via the coin machine route, and, to quote directors, "Every reasonable effort will be made to enable the operators of automatic phonographs to avoid the unjust fees which ASCAP would levy upon them in new copyright legislation."

The declaration of assurance by BMI of their whole-hearted desire for co-operation with the automatic phonograph industry came upon the heels of the negotiations between radio networks and the American Society of Composers, Authors and Publishers, as the latter look forward to resumption of their music on the air. Starting out with demands of some \$9,000,000 against the broadcasting industry, ASCAP has now agreed to settle for an estimated \$3,000,000, 65 per cent of what it received from broadcasting stations in 1940.

BMI firmly sends out the message making its stand clear: "We contemplate no change in policy as a result of negotiations between ASCAP and radio!" ♦

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Wolf Sales Makes Sales Record

DENVER — The busiest coin machine establishment in all of the Rocky Mountain States is that of the Wolf Sales Co., Inc., at 1624 Broadway, exclusive distributors for Wurlitzer phonographs.

Wolf Sales in the short space of time it has been established in Denver, has become the central music headquarters for operators and the complete service given music men by the efficient and competent staff has gone a long way towards making Wolf Sales the popular distributing center that it has become.

Commented Wolf Reiwitz, president, on activity at the Denver headquarters: "All I can tell you is that we are doing a big business in this territory. We have sold here in six months as much as has been sold here in the last three years, including the three most popular lines in the music field. At the present time we are leading the United States in sales per capita." ♦

* * *

"Well, I beat Borrowly out of fifty cents."
"How did you manage to do that?"

"He asked me for a dollar and I only gave him half a dollar."

Jimmy Lunceford -- only on
D E C C A

W. A. (Bill) Bye
WURLITZER DISTRICT MANAGER
**FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO,
OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.**

415 Brannan Street
Telephone: Garfield 6560
San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

PHILADELPHIA

PHILADELPHIA — The "Quaker City" is vying for the title of the "Convention City" because for the second time in one month an important convention was held here, this time by members of the Veterans of Foreign Wars, 100,000 strong. They made the operators of all types of amusement and music equipment happy by their liberal playing of the machines.

Two important, favorable court decisions encouraged the local operating trade during the past month. **Judge Vincent A. Carroll** of Quarter Sessions Court rendered the two verdicts, first of which assured that amusement machines could not be removed from premises unless proof of illegal use was secured, while the other decision ordered police to return merchandise to the Exhibit Sales Co., headed by **Samuel Mickelberg**, which had been seized from their showrooms.

A test case in the seizure of an amusement machine brought victory to **Harry Cohen**, director of the Philadelphia Amusement Machine Operators Association, when **Judge Carroll** ordered return of the machine after Association Attorney **Bernard Cohn** convinced him that the machine was intended for amusement use only and could not be properly played as a gambling device.

Mickelberg received back more than \$7,000 in radios and other items when Judge Carroll was convinced that the merchandise was in his store for regular sale and not as part of any gambling device, as the police had claimed after seizing a number of salesboards.

The Penn Coin-O-Matic Co., territorial Wurlitzer distributor, is now a father and son organization since a recent reorganization brought **Bernard Margolin**, son of founder **David**, and **Mortimer Eisen**, son of co-founder **Joseph**, into the firm as members of the executive staff.

The opening of **Glenn Miller's** new picture, "Sun Valley Serenade," has upped operator interest in the band's recordings and their records from the picture have been given a good play in all locations. Best record is "Chattanooga Choo-Choo" while "You and I" seems destined for the top ranks of Miller hits.

I was glad to run into **Sam Snyderman** and find that he is active again and taking a keen interest in his music business. Sam's Overbrook Music Co. is one of the most important operating groups in town.

Artie Pockrass is another clever operator who is paying more attention to his music machines than ever before. Artie visited officials of the Victor and Bluebird distributor ostensibly to invite them for a tennis match but meantime placed a huge order for **Tommy Dorsey's** "Yes Indeed," and also to pick up some tips on forthcoming hits.

Congratulations poured in on popular **Joe Ash**, head of the Active Amusement Co., on his celebration of five years' association with operators in the local market. Joe, a happy and friendly guy, made pals of his customers from the first day he came into town as manager of the old **George Ponser** branch. He soon purchased the place and named it "Active Amusement Co.," which it certainly has been.

Alec Lederer is another operator whose travels have taken him into our offices for a chat and discussion of top records in his

machines. Alec declares that **Freddy Martin** is his choice for becoming the country's top-notch band leader in a short time. He finds that demand has centered on the comparatively sweeter music at which Martin is a sensation.

Herb Hendler, editor of the tremendously popular "Phonographic" publication of the RCA Mfg. Co., is now honeymooning with his charming bride, the former **Florence Shore**. Herb will be back at his desk by the middle of September.

A new type of drink-vending machine has been introduced by **Jack Jaspan**. Known as the Vend-All, it has eight different kinds of soda.

A great plug for all types of recorded music will be given the industry when the article written by Bethlehem Victor record dealer **Rosser A. Huff** entitled "Music To Match Your Moods" is published in the magazine "Better Homes and Gardens." It is expected to be in the November issue of the magazine.

Harry Mendelsohn is another operator who finds that arcades are profitable ventures and is now running an amusement spot on the Boardwalk of Atlantic City. His former partner, **Nat Choderker**, also has a game place on the Boardwalk.

A new operator servicing organization was recently formed by two capable youngsters with plenty of servicing experience who decided that they would help all operators. Two lads in the partnership are **Al Blitzstein** and **Leonard Kessler**, who call their organization the A. & H. Service Co. Al was formerly service chief for Arco Sales Co. while Leonard was repair boss at Stanley Music Co.

Harry Bortnick ♦

WRITES A MUSIC MERCHANT



*I had reached the end
of my rope in searching
for a source of good
service.*

*Then I heard about your
reputation for expert
service at reasonable
costs.*

*Now, I'm telling the world
about it too, because
California Simplex
service is swell*

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CALIFORNIA SIMPLEX DISTRIBUTING CO.

EXCLUSIVE **WURLITZER** DISTRIBUTORS

SAN FRANCISCO: 415 Brannan St.

LOS ANGELES: 1348 Venice Blvd.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

We Have In Stock —

- Packard Adapters for your flood model 500A, 700 and 800 Wurlitzers.
- Adapters for most all models for hidden installations.
- Reconditioned Used Phonographs completely reconditioned in our own Shop. Only a few on hand.

See us TODAY for Immediate Deliveries on the Complete Line of PLA-MOR Products

ALPHA DISTRIBUTING CO.

1025 North Highland Avenue

HOLLYWOOD

CALIFORNIA

GRanite 4148

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KANSAS CITY

KANSAS CITY, Mo.—The most encouraging news of the month is that dealers in this area still have full stocks of new equipment on their sales floors. According to all reports, deliveries in the vast majority of lines are still being made by the manufacturers.

Shortages do exist in a few lines but these are related to used rather than new equipment. Particularly is this true in the case of automatic music. It's very hard to find good used phonographs for sale in the Missouri Valley today. This condition has had the effect of making it profitable for operators to buy new phonographs in that they are getting better trade-in allowances on their old boxes.

Tim Crummett of Central Distributing Co. announces that his firm "has been taking the same medicine it has been prescribing for its operator customers"—FILL YOUR NEEDS NOW FOR THE MONTHS TO COME. With attention particularly to the "Parts" angle, Central has been building up the stock of their Service Division and believe it will be a long time before they will have to turn down a repair job due to lack of parts.

Regarding the present situation, Crummett says, "Orders are slow but most come through. We are making immediate delivery on new phonographs when ordered in small numbers. My partner **Finley Mason** and I believe the present situation will greatly benefit phonograph distributors and operators because we can now stick to a One-Price-To-All system. We are no longer forced into competitive price bidding. This has brought about a good strong market as is proved by the fact that a year ago this area was flooded with good used

phonographs while today there are very few on the market."

The summer sales volume of coin machine merchandisers continued strong in August in spite of the fact that this is a big vacation month locally. Usually rated one of the year's lowest months by the cigarette, candy and confection vendor operators, August set new highs for the period in many lines and the trend gives every indication of continuing up in the months immediately ahead as immense defense industries, nearing completion, swing into production and add millions of dollars to the monthly spending in the area.

Even the candy bar vendor operating firms are not complaining about the Service Counters that are making their appearance in many theatres and public buildings

formerly supplied entirely by the machines. "It hasn't hurt us as much as was expected", they say and point out that a large percentage of customers, through habit, buy from the machines.

In the Cigarette field, the vendors continue to sell an increasing proportion of the local tobacco volume due largely to a wider public acceptance of machine merchandising benefits and to tax conditions which merchants prefer to have the operators handle.

Frank Buccero of Acme Amusement Co. is convinced that if pending national legislation, aimed at increasing revenue for Defense purposes, again forces the price of cigarettes up, many of the locations the operator has had to pass up in the past will become profitable enough to merit a machine and there will be so much of this business that it will be like opening up an entirely new area.

Partner **Frank Fasone** of Acme is setting aside an hour each day to practice on marble tables in his own stock room. The reason is that Frank greatly enjoys playing these games and seldom fails to pass one up in a location. But the trouble is that his skill is bad and drinks or meals are always on him due to his losses. He says that locations expect the operator to be an expert on the tables and gather around "to see how it's done" only to be disappointed by his poor showing. He hopes daily practice will bring him up to their expectations.

Carl Hoelzel has just returned to his United Amusement Co. after an extended vacation in Canada and the East. Reporting on his trip he says, "I was surprised in Canada to find everything very much as usual. Certainly the war interest has quickened the pace of business but they seem to feel that, with the United States right here below them, they've got very little to worry about from an invasion standpoint."

Carl also announces that his show rooms and stock sections now contain the largest stocks of merchandise in the history of his firm. "We're making immediate delivery on everything in our line," he says, "but I don't know that this condition will remain



Homer Capehart, president of the Packard Manufacturing Corp., contributed a complete, free-play automatic music system and a Model "600" Wall Console Speaker to the Indianapolis Army, Navy and Marine Service Club. This is a recreation club for enlisted men and draftees while in Indianapolis, and is the second largest service recreation club in the United States. Picture above shows one corner of the club rooms. In the far rear, left to right, are H. W. Middlesworth, director of recreation for the City of Indianapolis; Harry Drolling, general service manager of Packard Manufacturing Corp., and William Book, executive secretary of the Indianapolis Chamber of Commerce, inspecting the installation.

Woody Herman -- only on
D E C C A

the same for more than a month or two."

H. R. Warner, Buckeye Vending Co., Columbus, Ohio, flew into Kansas City recently from Seattle on a hurry-up buying trip. After making his local purchases he hopped a Southwest bound plane to continue his mission.

G. L. Atkeson, president of General Vendor Manufacturing Co., announces that his firm will shortly place a new beverage vending unit on the market. Manufacturers of one of the most successful selective vendors on the market, this firm is now seeking expanded national distribution of its equipment and, according to Atkeson, "We are giving regular coin machine distributors, rather than the soft drink bottlers, first choice on the new areas because we believe they more fully merchandise their districts."

Russell Thomas, manager of the Cigarette Service Co., Kansas City, Kansas, is enjoying a September vacation in Colorado. Thomas is another of the leaders in this business locally that is convinced an additional National Defense levy on cigarettes would greatly aid the operator's as well as the Defense cause. In Kansas, where there has long been a 2-cents-per-pack tax, cigarettes in most brands sell for 15 cents. This means that the location can be paid only one-third or one-fourth of a cent commission and that the operator's profit is also cut to the minimum. Most operators agree that if the national 2-cent levy goes through, the universal machine price in the area can then be raised to 20 cents.

Joe Berkowitz, Universal Manufacturing Co.'s dynamic president, recently returned from a trip to Boston where he visited his brother. As is usual in the case of Berkowitz, the trip combined pleasure and business.

Universal is still up to its neck in the installation of new ticket folding equipment. And says **S. L. Herman**, advertising manager, "We're going to buy all available machinery for folding until such a time as we're sure we can make immediate delivery on all orders."

If you had any idea that the football season is far off a trip through Universal's

You Don't Need a Rusty Horse Shoe For Luck!

A small, compact, streamlined box with satin chrome finish will bring you success! PLA-MOR Remote Control Selector doesn't get results by chance! It earns dollars with unbeatable combinations! Triple Action . . . no straining, shoving, squinting! Rotor Selector . . . perfect selection! Indirect Title Strip Lighting . . . smart, eye-appealing! No wonder location owners take to it! PLA-MOR gives constant service instead of requiring constant repair! Steady, durable, it's a quick profit maker! You get intake, not upkeep with PLA-MOR! I'll gladly tell you all about PLA-MOR at your earliest convenience.

Ed Perry



INTERSTATE NOVELTY COMPANY SPOKANE W. 16 Sprague Avenue WASHINGTON

office will convince you otherwise. Their newest deal, "Rose Bowl," gives evidence of being one of the most popular jar-type games to make its appearance in recent years.

The few days of jitters which came to automatic music operators recently, with added public attention focused on the State's bill to bar coin-operated phonographs in all places licensed under the state liquor law, appears to have passed. It is the opinion of the counsel for many leading Missouri music interests that even if the measure were to be passed by the State's House and Senate and signed by the Governor that it could be challenged in such a way as to render it ineffective.

Originally the measure was passed by the House but died in Committee.

B. K. Anderson. ♦

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Mills Official Slays Golfers

LAKE FOREST, Illinois—You know the old tried and whiskered gag of the innocent lil' cullud boy who didn't know nuffin' 'bout dem squares with the dots on 'em . . . but was willin' to learn . . . and in half an hour left with a swarm of green backs!

Well, this is a different version of the tale—but true. Someone asked Ralph Mills, vice-president of Mills Novelty Company, to enter the golf tournament of the Knollwood Country Club. Ralph demurred, said he didn't play much golf but, after some strenuous sales talk on the part of other members, he permitted his name to be entered.

Here's what happened to the following prizes:

First Prize—A trip to the West Indies or a fine, gold watch. Went to Ralph with a low net of 68. He took the watch.

Second Prize—for the least number of putts. Went to Ralph with 26 for 18 holes.

Third Prize—Sweepstakes prize of \$32.50 in golf equipment. Went to Ralph.

Fourth Prize—Given at a 140-yard water hole for the man getting closest to the pin on his first shot. Went to Ralph with a shot 8 feet, 6 inches from the pin.

Fifth Prize—Good liquor to the man getting a birdie during the tournament. Went to Ralph.

Sixth Prize—Quart of whiskey for another birdie. Went to Ralph.

Seventh Prize—The club house drawing for the blind bogey prize. Went to Ralph. That's all, folks!

* * *

"Say, Joe, I'm sorry about that dirty trick I pulled on you the other day."

"Howzat?"

"That ring I sold you was phoney."

"It's O.K. I paid you with money I snatched out of your vest pocket."

"Why, you lousy rat, that was counterfeit."

Thank You, Mr. Capehart:

for giving us the PACKARD PLA-MOR Wall and Bar Box. If it hadn't been for your extremely simple wall box and wonderfully made adaptors, we would still be fooling around with intricate and complicated wall boxes and mechanisms that take a college professor to keep in operation.

Actually every operator to whom we have sold your PACKARD PLA-MOR Unit has come back for more, and now it isn't a matter of selling them boxes, but of how soon we can install your PLA-MOR box for them.

So, thanks again for giving us the life-saver of the music business.

OPERATORS in COLORADO and WYOMING

call upon us, write us, or telephone us and let us help you get started with that one-third to 40 per cent additional intake you should be taking in on your locations.

We are so anxious for you to have your initial Packard installation that we will take in trade your used equipment on PACKARD PLA-MOR boxes. We are especially interested in used phonographs.

MODERN MUSIC COMPANY

1318 Eleventh Street

Tabor 2705

Denver, Colorado

RECORDS

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phone. Don't pass it up.

4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.

3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.

BLUEBIRD

- 3★ 11273 Vaughn Monroe
TWO IN LOVE (FT VC)
CHERRY BLOSSOMS ON CAPITOL HILL (FT VC)
- 3½★ 11272 Alvino Rey
DON'T TAKE YOUR LOVE FROM ME (FT VC)
JEALOUS (FT VC)
- 3★ 11271 Una Mae Carlisle
IT AIN'T LIKE THAT (V)
CITY CALLED HEAVEN (V)
- 3★ 11269 Freddy Martin
LET'S PUT TWO AND TWO TOGETHER (FT VC)
I'LL WAIT FOR YOU (FT VC)
- 3★ 11268 Dolly Dawn
ARE YOU FAITHFUL? (FT VC)
MARCHETA (FT VC)
- 3★ 11267 Tony Pastor
DREAM DANCING (FT VC)
SO NEAR AND YET SO FAR (FT VC)
- 3★ 11266 Billy Daniels
PENTHOUSE SERENADE (V)
DIANE (V)
- 3★ 11265 Charlie Barnet
SPANISH KICK (FT)
LOIS (FT)
- 3★ 11264 Tony Pastor
SHEPHERD SERENADE (FT VC)
YOO-HOO (FT VC)
- 3½★ 11263 Glenn Miller
IT HAPPENED IN SUN VALLEY (FT VC)
THE KISS POLKA (FT VC)
- 2½★ 11262 "Fats" Waller
CHANT OF THE GROOVE (FT)
COME AND GET IT (FT VC)
- 3★ 11261 Abe Lyman
THE INDIANS THREW ROCKS AT COLUMBUS (FT VC)
A BEAUTIFUL LADY IN BLUE (Waltz VC)
- 3★ 11260 Vaughn Monroe
TWO PAIR OF SHOES (FT VC)
SAM, YOU MADE THE PANTS TOO LONG (FT VC)

2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

- 3★ 11259 Bob Chester
A NEW SHADE OF BLUE (FT VC)
YOU WERE MEANT FOR ME (FT VC)
- 2½★ 8769 Bill Boyd and His Cowboy Ramblers
I CAN'T FORGET (FT V)
FLOWER OF TEXAS (FT)
- 2★ 11258 Rex Stewart
SOME SATURDAY (FT)
SUBTLE SLOUGH (FT)
- 2½★ 11257 Una Mae Carlisle
CAN'T HELP LOVIN' DAT MAN (V)
ANYTHING (V)
- 3½★ 11256 Freddy Martin
BE HONEST WITH ME (FT VC)
BLUE CHAMPAGNE (FT)
- 3★ 11255 Shep Fields
CITY CALLED HEAVEN (FT VC)
IT'S YOU AGAIN (FT VC)
- 3★ 11254 Alvino Rey
DANCING WITH A DREAM (FT VC)
HERE COMES THE BRIDE (FT)
- 2½★ 11253 Sonny Dunham
THE NICKEL SERENADE (FT VC)
HI NEIGHBOR (FT VC)
- 3½★ 11252 Four King Sisters
HAVING A LONELY TIME (V)
HE'S I-A IN THE ARMY AND HE'S A-I IN MY HEART (V)
- 3★ 11251 Dolly Dawn and Her Dawn Patrol Boys
FANCY MEETIN' YOU (FT VC)
SLOWPOKE (FT VC)
- 3★ 11250 Donald Lambert
PILGRIM'S CHORUS (Piano)
SEXTETTE (Piano)
- 2½★ 11249 Art Kassel
OUR GOLDEN WEDDING DAY (W VC)
WITH SO MANY REASONS (W VC)
- 2½★ 11248 Teddy Powell
YES INDEED! (FT VC)
I'D LOVE YOU AGAIN (FT VC)
- 3½★ 11247 Tony Pastor
DON'T LET JULIA FOOL YA (FT VC)
I'M NEW AT THIS (FT VC)
- 3½★ 11246 Dick Todd
IN THE MIDDLE OF A DANCE (V)
GLAD RAG DOLL (V)

Andrews Sisters -- only on
DECCA

- 3★ 11245 Vaughn Monroe
IF IT'S YOU (FT VC)
LAZY ACRES (FT VC)
- 3★ 11244 Bob Chester
YOU'RE A NATURAL (FT VC)
IN WAIKIKI (FT VC)
- 2½★ 11243 Mitchell Ayres
CALL IT ANYTHING, IT'S LOVE (FT VC)
COWBOYS AND INDIANS (FT VC)
- 4★ 11239 Four King Sisters
YO TE AMO, OH! BABY (V)
A ROSE AND A PRAYER (V)

COLUMBIA

- 3★ 36335 Teddy Wilson
DON'T BE THAT WAY (FT)
I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (FT VC)
- 3★ 36330 Eddy Howard
I'M STILL WITHOUT A SWEETHEART (V)
HARBOR OF DREAMS (V)
- 3★ 36305 Benny Goodman
FROM ONE LOVE TO ANOTHER (FT VC)
ANYTHING (FT VC)
- 3★ 36298 Claude Thornhill
YOU WERE MEANT FOR ME (FT VC)
PARADISE (FT VC)
- 3★ 36297 Will Bradley
I'M TIRED OF WAITING FOR YOU (FT VC)
CITY CALLED HEAVEN (FT VC)
- 3½★ 36296 Harry James
A SINNER KISSED AN ANGEL (FT VC)
YOU MADE ME LOVE YOU (FT VC)
- 3½★ 36295 Horace Heidt
MAMA (FT VC)
I DON'T WANT TO SET THE WORLD ON FIRE (FT VC)

(Continued on Page 48)

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.

Taylor Electric Co.
112 North Broadway

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Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



12 Years of
Uninterrupted
Leadership

The Patented
Elliptical Point

The only needle ever used by all manufacturers of coin-operated phonographs as standard equipment.

The only needle recommended and sold by all leading record companies' branches and distributors.

The World's Oldest and Largest Manufacturers of
Long Life Phonograph Needles

PERMO PRODUCTS CORP.
6415 Ravenswood Ave.

Chicago



Summer Vacationists Still Want to "Play"!

Load your machines with the hit tunes
by the nation's favorite artists on

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VICTOR and BLUEBIRD RECORDS

Spot these top hits for extra profits

For up-to-the-minute information on the newest Victor-Bluebird hits, see the latest issue of RCA Victor Phonographic. Ask your local dis-

tributor to add your name to the mailing list. In Canada, contact RCA Victor Company, Ltd., Montreal.

Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.



*They'll help
the crowd continue
the good times
they've been having!*

B-11259—A New Shade of Blue—You Were Meant For Me Bob Chester

27571—The Nickel Serenade—Delilah Art Jarrett

B-11260—Sam, You Made The Pants Too Long Two Pair of Shoes Vaughn Monroe

27567—Wasn't It You—Minka Sammy Kaye

B-11233—You and I—On A Bicycle Built For Two Dinah Shore

TAVERN

27566—Blue Skies—Back Stage at the Ballet Tommy Dorsey

27568—Close Shave—Bugler's Dilemma John Kirby

27536—It Had to Be You—if I Had You Artie Shaw

B-11240—Let Me Off Uptown—Jazz Me Blues Larry Clinton

27526—Loose Lid Special I Guess I'll Have to Dream the Rest Tommy Dorsey

JITTERBUG HAVEN

More plays per day with **VICTOR and BLUEBIRD RECORDS**

A Service of the
Radio Corporation
of America

RCA Manufacturing Company, Inc., Camden, New Jersey

*Get in
the Money
with Music's Big
Money-makers*

LEO J. MEYBERG CO.

VICTOR
RCA RECORDS

LEADING THE "HIT PARADE"

VICTOR	BLUEBIRD
27391—Daddy Sammy Kaye	11005—Marie Elena Abe Lyman
26767—Marie Elena Wayne King	11113—The Things I Love Teddy Powell
27443—Green Eyes Xavier Cugat	11146—Yours Vaughn Monroe
27532—You and I Tommy Dorsey	11191—Do You Care Dinah Shore

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

- 3★ 36289 Fletcher Henderson
WE GO WELL TOGETHER (FT VC)
A PIXIE FROM DIXIE (FT)
- 4★ 36286 Will Bradley
FROM THE LAND OF THE SKY-BLUE
WATER (FT)
IN THE HALL OF THE MOUNTAIN KING
(FT)
- 4★ 36284 Benny Goodman
LA ROSITA (FT)
SMOKE GETS IN YOUR EYES (FT VC)
- 3★ 36272 Kate Smith
ALONG 'BOUT SUNDOWN (V)
TIME WAS (V)
- 3★ 36270 Xavier Cugat
TUMBANDO CANA (Rumba Conga VC)
PARAN PAN (Rumba VC)
- 3★ 36268 Claude Thornhill
SNOWFALL (FT)
WHERE OR WHEN (FT)

DECCA

- 2½★ 5973 Jimmy Wakely
I'LL NEVER LET YOU GO (V)
THERE AIN'T GONNA BE NO ME (V)
- 3½★ 3963 Jimmy Dorsey
JIM (FT VC)
A NEW SHADE OF BLUE (FT VC)
- 3★ 3960 Andrews Sisters
THE BOOGIE WOOGIE PIGGY (V)
THE NICKEL SERENADE (V)
- 2½★ 3959 Connie Boswell
SWEETHEARTS OR STRANGERS (V)
I'LL KEEP ON LOVING YOU (V)
- 2★ 5972 Patsy Montana
I'M GONNA HAVE A COWBOY WEDDIN'
(V)
SUNNY SAN ANTON (V)
- 3★ 3907 Johnny Long
DON'T TAKE YOUR LOVE FROM ME
(FT VC)
KISS THE BOYS GOODBYE (FT VC)
- 3★ 3906 Bobby Byrne
I GUESS I'LL HAVE TO DREAM THE REST
(FT VC)
WHAT WORD IS SWEETER THAN SWEET-
HEART (FT VC)
- 3½★ 3879 Tony Martin
DON'T TAKE YOUR LOVE FROM ME (V)
IF IT'S YOU (V)
- 2★ 5969 Johnny Lee Wills
DO I REALLY DESERVE IT FROM YOU (V)
DEVIL'S BLUES (V)
- 3★ 5966 Jimmie Davis
THE PRISONER'S SONG (V)
I TOLD YOU SO (V)
- 3★ 3955 Woody Herman
LOVE ME A LITTLE LITTLE (FT VC)
PRISONER OF LOVE (FT VC)
- 3½★ 3953 Mildred Bailey
IT'S SO PEACEFUL IN THE COUNTRY (V)
LOVER, COME BACK TO ME! (V)
- 4★ 3952 Bing Crosby
YOU ARE MY SUNSHINE (V)
RIDIN' DOWN THE CANYON (V)

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The Casa Loma -- only on
DECCA

- 3★ 27577 Jan Savitt
I SEE A MILLION PEOPLE (FT VC)
LA CINQUANTAIN (FT)
- 3★ 27576 Lecuona Cuban Boys Orch.
RUMBA EN COLORES (R VC)
CUBA (Conga VR)
- 3★ 27575 Wayne King
JUMPIN' JUPITER (FT)
DARLING, HOW YOU LIED (FT VC)
- 2½★ 27574 Sidney Bechet
SWING PARADE (FT)
I KNOW THAT YOU KNOW (FT)
- 3★ 27573 Jan Savitt
CHATTANOOGA CHOO-CHOO (FT)
AS WE WALK INTO THE SUNSET (FT VC)
- 3½★ 27572 Lanny Ross
SHEPHERD SERENADE (V)
LAMENT TO LOVE (V)
- 3★ 27571 Art Jarrett
DELILAH (FT VR)
THE NICKEL SERENADE (FT VC)
- 3★ 27570 Jan Savitt
PRELUDE TO CARMEN (FT)
THE SORCERER'S APPRENTICE (FT)
- 3½★ 27569 Barry Wood
OH! HOW I HATE TO GET UP IN THE
MORNING (V)
WHEN THIS CRAZY WORLD IS SANE
AGAIN (V)
- 2½★ 27568 John Kirby
BUGLER'S DILEMMA (FT)
CLOSE SHAVE (FT)
- 3★ 27567 Sammy Kaye
WASN'T IT YOU? (FT VC)
NINKA (FT VC)
- 3½★ 27566 Tommy Dorsey
BLUE SKIES (FT VC)
BACK STAGE AT THE BALLET (FT)
- 2½★ 27541 Orquesta Casino de la Playa
PARAMPAMPI (R VC)
DE ALANTE PA' TRAS (Conga VC)



IF IT'S A HIT —
THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!

—CHARLOTTE, N. C.—
SOUTHERN BEARINGS & PARTS CO
315 No. College St.

—CLEVELAND, OHIO—
STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.

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PHILCO DISTRIBUTORS, INC.
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—LOS ANGELES, CALIF.—
RAY THOMAS CO.
1601 S. Hope St.

—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.

—RICHMOND, VA.—
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of DOWN BEAT, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

1—Yes, Indeed	Tommy Dorsey, Victor	Crosby-Boswell, Decca
2—Flamingo	Duke Ellington, Victor	Bob Crosby, Decca
3—Blue Champagne	Jimmy Dorsey, Decca	(No Competition)
4—Will You Still Be Mine?	Tommy Dorsey, Victor	Frankie Masters, Okeh
5—Green Eyes	Jimmy Dorsey, Decca	Tony Pastor, Bluebird
6—'Til Reveille	Bing Crosby, Decca	Kay Kyser, Columbia
7—Daddy	Sammy Kaye, Victor	Andrews Sisters, Decca
8—Kiss the Boys Goodbye	Tommy Dorsey, Victor	Johnny Long, Decca
9—Down, Down, Down	Charioteers, Okeh	Benny Goodman, Columbia
10—Aurora	Andrews Sisters, Decca	Jimmy Dorsey, Decca
11—A Rose and a Prayer	Jimmy Dorsey, Decca	Red Foley, Decca
12—Maria Elena	Jimmy Dorsey, Decca	Lawrence Welk, Okeh

WATCH OUT for It's So Peaceful in the Country, Be Honest With Me, Yours and You and I, which are moving into popularity rapidly and barely missed the "Big 12" above. Hut Sut Song is no longer strong and Maria Elena, Aurora, Daddy and Intermezzo are all slipping fast. With fall here, and the Radio-ASCAP "war" coming to a close, operators would be wise to stock up on new songs which are being pushed by the major publishers. Many of these are listed in the "Sleepers" column below.

"SLEEPERS"

(Potential Hits in the Coin Machines)

BE FAIR—This Mabel Wayne - Kim Gannon ballad looms as a winner via Jimmy Dorsey's Decca version. Charlie Barnet has second choice on Bluebird. In the I Understand groove and well worth placing on all type locations.

LET ME OFF UPTOWN—This one is catching fast in the Eastern spots where good swing music gets the play. Gene Krupa has by far the best version, made so by Roy Eldridge and Anita O'Day. On Okeh.

MEMORIES OF YOU—Sonny Dunham's band has made a new 1941 version of this grand old pop tune which will appear on Bluebird. It's a disc which will go big with young patrons and well worth tabbing.

JIM—Still climbing nicely, this sentimental ballad has two outstanding versions in Dinah Shore's on Bluebird and Jimmy Dorsey's on Decca. One of

the greatest love songs of the year and an operator can make money on either disc.

IN A SUBWAY FAR FROM IRELAND—Ray Scott makes his best bid to date with this song, written by Scott himself, which is slanted strictly for the machines. A whacky song but just unusual enough to "hit" big. Columbia.

DON'T LET JULIA FOOL YA—A new novelty, there are two acceptable versions which stand out, both on Bluebird. Dick Todd has an all-vocal arrangement and Tony Pastor has "the" band version, both of which are strong enough for a try.

I GOT IT BAD—Duke Ellington's great torch song, from his show Jump for Joy, is one of Duke's greatest as far as the coin machines go. Ivie Anderson's sensational vocal, in a slow,

passionate and bluesy groove, makes this an outstanding item. Victor.

CONFESSIN' THE BLUES—Walter Brown's heroic blues shouting and Jay McShann's piano and rhythm section combine to make a fine platter, especially suited for Negro and swing-conscious audiences. Under McShann's name on Decca.

ELMER'S TUNE—Another novelty, Dick Jurgens introduced this one in Chicago and has a great version of it on Okeh. Bob Crosby has it, too, on Decca. Going big in the Middlewest and can easily spread to other sections.

KITTEN ON THE KEYS—Freddie Slack changes this old standard into a modern, danceable tune which can't miss pulling the jitneys in on any location you have. A Decca and one to watch.

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- 3★ 27539 Ray Kinney
BLOSSOMS OF BALI (FT VC)
ALOHA, KUU IPO, ALOHA (FT VC)
- 3★ 27538 Lanny Ross
'TIL REVEILLE (V)
I GUESS I'LL HAVE TO DREAM THE REST (V)
- 3★ 27537 Enric Madriguera
SONG OF INDIA (Conga)
AY-AY-AY (Bolero VC)
- 5★ 27536 Artie Shaw
IT HAD TO BE YOU (FT)
IF I HAD YOU (FT)
- 4★ 27532 Tommy Dorsey
YOU AND I (FT VC)
FREE FOR ALL (FT VC)

World's Trumpet King Faces Jubilee

NEW YORK—With the acclaim of Europe and America in his ears, and a history of 1400 recordings, a former New Orleans waif will soon celebrate 25 years of artistic trumpet playing and the entire country will pay tribute to Louis Armstrong.

Armstrong learned to play trumpet in the New Orleans Waif's Home, which he left to work as a newsboy, later as a dairy laborer. At 17 he began his career as a trumpeter, first with Sidney Bechet and other jazz pioneers, later as a full-time musician under Joe "King" Oliver. His first records were made with Oliver in 1923. Since then he has made 1400 recordings under his own and other names, traveling a quarter of a million miles through fourteen countries.

Hugues Panassie, noted French jazz critic, has hailed Armstrong as "the greatest individual jazz artist of all time." Harry James, noted trumpet player, chooses Armstrong as the most important American trumpeter.

Benny Goodman declares, "Armstrong's

influence on jazz styles has been unique and permanent." Goodman himself is celebrating his fifth year of success. ♦

Filthy Record Shipper Given Fine-Probation

HOLLYWOOD—Dwain Esper, independent film producer, was fined \$500 and given three years probation in Federal Court here on conviction of charges of shipping lewd phonograph records via Rail-way Express.

Esper is currently tinkering with a gadget designed to permit the coupling of 16 mm. films with a regular coin-operated phonograph which is claimed to be selective and synchronized with ordinary records. ♦

I TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.
To pay more is to waste money.
Miracle Point Needles
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

MIRACLE POINT

MIRACLE POINT

CARRIE THE CAR HOP

says



"It's surprising how excited operators get over the pending taxes. It seems quite certain our government won't put anyone out of business because of taxation. Smarter would be the operator to await the final decision before exciting our bosses."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

BRADLEY'S 5 & 10 IN SAN TOP REVENUE LOCATION

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The sumptuous lounge of the new Bradley's 5 and 10 in San Diego where 42 Buckley Wall Boxes are setting a new high in record receipts. Photo shows the Buckley units installed at all of the booths on both the ground floor and the mezzanine.



Over 3,000,000 people were served in Bradley's 5 and 10 locations on the Pacific Coast during the past year. Comfort, plus good food and refreshments and the best in musical equipment has made the new San Diego unit the bright spot of the town.

"From Top Hat to Working Cap—Bradley's Is for Everybody" is the slogan of this enterprising chain, and the above photo shows the popular bar where Buckley Boxes are on hand to cater to the musical appetite of Bradley patrons.

DIEGO . . . THE PACIFIC COAST'S . . . CHOOSES BUCKLEY!

The Reasons: 1. BUCKLEY GIVES 100% CUSTOMER SATISFACTION!

2. AFFORDS MAXIMUM PROFIT WITH A MINIMUM OF SERVICE COST!

Pictured on these pages, Bradley's 5 and 10 in San Diego — "top take" location on the Pacific Coast — and it is only natural that Buckley Wall and Counter Boxes were chosen to serve Bradley customers. Leading operators everywhere are swinging over to Buckley, because experience has demonstrated the outstanding advantages and profitable, trouble-free operation that Buckley offers, week in and week out. Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley Music Systems, and the average cost is no greater than a new phonograph. 12, 16, 20, 24 and 32-record play, with touch-to-touch action . . . "cheat-proof" selector . . . brilliant illumination.

Talk to your nearest Buckley distributor, whose name is listed on these pages, and let him show you how other operators are boosting their business with Buckley!



Bud Parr, of General Music in Los Angeles, helps George Wheelock count a week's receipts.

**Read What George Wheelock,
Operator, Says:**

Mr. Bud Parr
2277 West Pico Los Angeles, Calif.

Dear Bud:

I should like to take this opportunity to thank you for selling me the Buckley Boxes for my locations, for I have never before enjoyed a more profitable business.

On the Bradley's 5 & 10 location in San Diego I have taken collections from my Buckley installation that are really hard to believe. The 42 boxes in this location are averaging around \$140 gross each week. I never dreamed you could get this kind of money from one music location.

Yours truly, (Signed) George Wheelock



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Impressive exterior of Bradley's in San Diego. George Wheelock, operator who made the 42-box installation, stands beside his service truck in lower left of photo.

WILLIAM CORCORAN

Pacific Coast District Sales Manager for Buckley Music System

1157 Post St., San Francisco

METRO MUSIC COMPANY, 280 Golden Gate Ave., San Francisco
BAER MUSIC COMPANY, 850 East Fourteenth St., Oakland, Calif.
AUBREY V. STEMLER, 807 S. W. Sixteenth Ave., Portland, Ore.
W. BILL PARADISE, CREST NOVELTY CO.,
243-45 W. Trent Ave., Spokane, Wash.

GRaystone 7878

HEBERLING BROS., 106 Elliott Ave., West, Seattle, Wash.
JOE H. BAKER, 154 N. First St., Fresno, Calif.
D. B. SCOTTO, 919 Tenth St., Sacramento, Calif.
CHARLES A. ROBINSON, 1911 West Pico Blvd., Los Angeles
GENERAL MUSIC CO., 2277 West Pico Blvd., Los Angeles
1157 Post St., San Francisco

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St. Louis

(Continued from page 22)

band **Phillip Berchera**, who died suddenly in January of this year.

The Missouri Amusement Machine Operator's Association again passed up the monthly meeting, inasmuch as most operators are too busy to attend in any case, president **Lou Morris** said. More than one-third of the entire roster proved to be on vacation when the association headquarters made an attempt to locate a few of them.

Abe Jeffers, president of the Missouri Cigarette Merchandisers' Association, is having considerable fun poked at him as the result of losing 60 (we mean 60) pounds in the past few months with an enforced diet. Jeffers, whose rotund figure made it difficult for him to get through doors, is a bit irritable over the whole thing, existing on grapes and lettuce, but is determinedly cutting down on his avoirdupois.

Lack of delivery on pintables has meant a rebirth of popularity on many old favorites, which are beginning to show on the location front. For example, "Glamour" which created a sensation last year, is being brought out by many operators. One man even went to the point of listing off friends to whom he had sold used equipment for basement rathskellers and play room use, finding six perfectly usable machines which paid results on his routes. There has been a noticeable tightening up on locations in all amusement machine fields, fewer machines in out of the way spots, and better equipment going into the A-1 locations exclusively.

Ideal Novelty Co. is going back on the lanes shortly with its expert bowling team, which last year placed third in the tough-competition city league. Keglers on the staff are **Lee Wichlan**, **Bob Mees**, **Jack Rose**, **Tony Weingart**, **Art Paulle** and **Gus Kanios**.

Fred Pollnow, Automatic Phonograph, vacationed during August in Wisconsin, with his two firms of Automatic and Central Novelty Co. both going full blast. One



Wurlitzer Music Merchant John Pricco of Trinidad, Colorado, has proved that Wurlitzer Step by Step Modernization pays. Witness his latest move. Another carload order for Wurlitzer 750's and 850's signed for at the desk of Wolf Reiwitz, President of Wolf Sales Co., Wurlitzer Denver Distributors. General Manager Al Roberts stands behind the desk ready to congratulate Pricco on what will certainly prove a profitable move.

of the largest Wurlitzer operators in the midwest, Fred is trying to build up an equally large chain of pinball and amusement locations.

Another new penny arcade opened its doors this month, at Grand and Olive streets, headed by **Al Pannek**. Ideal Novelty Co., whose downtown arcade may have to move because the building was purchased by a downtown department store, will also open another arcade at Bayless Avenue in South St. Louis. This will enlarge Ideal's string to five.

Bill Illig, Manchester Sales, returned

from a Chicago vacation several pounds lighter, having danced off several pounds in the Windy City. Bill, whose weight belies his ability, is one of St. Louis' most active jitterbugs.

Star Novelty Co. has moved from 522 Easton to Skinker Boulevard. **Al Leebrook** heads the concern, which operates in University City and other suburbs.

Sam Singer has moved his Royal Novelty Co. from 1520 Market to 1512 Market.

Into the hospital on August 10 went **Frank Petsch**, who lifted a heavy pinto into his truck then lost his grip, the machine falling on and breaking his right leg. Friends are thinking of sending him a Bally Schooldays for amusement while he is laid up with the leg in a cast.

Robert Latimer

YOU'RE BOUND TO WIN WITH FOUR ACES!

PACKARD PLA-MOR

is ACE-HIGH over and over again! This Remote Control Selector is chock-full of winning points!

Streamlined Beauty and Convenient Selector Knobs—Ace One! Rotor Selector . . . No Numbers . . . Just Titles—Ace Two! Small Compact Size . . . Minimum Amount of Current—Ace Three! Crackerjack, Top-Notch, Consistent Service—Ace Four!

PLA-MOR has instant play appeal for the public! It doesn't demand constant servicing! It's the greatest little profit maker in the world! I'll gladly show you the PLA-MOR facts at your convenience.

BENNETT'S MUSIC CO.

516 W. Washington St.
PHOENIX, ARIZONA



Kaye Man Proves Hero

MILWAUKEE, Wisconsin—A pleasant afternoon of sport in a speedboat proved to be an adventure in bravery for Arthur Wright, whose voice you hear on the lyrics with Sammy Kaye's orchestral presentations. Wright, taking a relaxing speedboat ride between shows at the Riverside theater, dived into the Milwaukee River and saved William Kueter from drowning.

Sammy himself met a daring challenge during a personal appearance, when, after handing his baton to a contestant in the "So You Want To Lead A Band Contest", the lad asked, "Does this mean I'm the leader now?" Kaye replied, "That's right" and the boy retorted, "Then, how about hiring my brother-in-law as trumpet player, he's been out of a job for a year."

Kaye and Wright are both heard on Victor-Bluebird records.

Bob Crosby - - - only on
D E C C A

HOUSTON

HOUSTON—George French, of the service department, Electro Ball Co., died in a Dallas hospital Aug. 18th, after a two-months' illness. Funeral services were held in Dallas Aug. 19th. Two of the pallbearers were Ed Furlow, Electro Ball official of Dallas, and Anderson Sage, manager of Houston Electro Ball branch.

French, a young man in his middle twenties, was well known in Texas. For almost a year he had been in charge of the service department, Houston branch, but, when his health began to fail, he was transferred back to the Home Office in Dallas where he could work regular hours. Death came just one week before he would have celebrated his first wedding anniversary.

A new Mills distributorship was opened in Texas when A. W. (Bill) Brenan of San Antonio was given that appointment. He will distribute the Mills complete line in San Antonio and surrounding territory.

On Aug. 1st Anderson Sage was appointed manager of Houston Electro Ball branch and Sidney Lanier was put in charge of the bookkeeping and other office work. Both young men are well pleased and reported excellent business. In fact, sales for the first fifteen days of August more than doubled any other whole month of the office. That's a mighty fine record for the Houston office has had some big months during its several years' existence.

Miss Myrtle Lilley is the new secretary for Atkins & McClure Amusement Co. F. Cruz, well known as a service man, has been operating phonographs for this firm for about three months. It is his first experience actually operating and he likes the work.

A. M. Mendez, Wurlitzer district manager, officially announced that Commercial Music Co., now under the head of Raymond Williams since the accidental death of his brother Joe Williams in July, would continue as Wurlitzer distributors in Texas, Oklahoma, and Louisiana. The office and sales personnel will not be changed and the same efficient service for all Wurlitzer operators will prevail in the future as it has in the past, said Mendez.

A new music operator is R. M. Bruton of Houston, who formerly operated amusement games. He started with music exclusively early in August.

A. B. Garza, manager of Southwestern Music Corporation, record distributors, reported that August was a banner month for phonograph record sales.

Houston vacationers who recently returned home include: H. M. Crowe, from Mexico City and Rio Grande Valley; Sam Ayo, Jack Renfro and their families from New Mexico and points west; Fred McClure and wife, from Arkansas; Ernest Gates and wife, five weeks in Canada; Chester Horseman, from Galveston and other Gulf resorts.

Operator S. W. Martin of San Antonio vacationed in Arkansas; Operator and Mrs. J. E. Deliganes of Laredo spent several weeks in Florida; Operator Forester Ermington visited Packard Corp. factory on his vacation and mixed a bit of business with pleasure by ordering 25 Pla-Mor boxes.

John G. Wright. ♦

**Jimmy Dorsey - - - only on
D E C C A**

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

We're Too Busy to Write An Ad This Month



Jack Gutshall

But we do want to thank the operators of Southern California for the biggest month we have ever had with

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

IF YOU HAVEN'T INVESTIGATED THE
PACKARD LINE - - - COME IN TODAY!

ESQUIRE MUSIC COMPANY

1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

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Boys in Brown Hail Columbia

NEW YORK—The lads in Panama were moodily remembering Brooklyn pool halls . . . the movies in Chicago . . . the barn dances in Ohio, Nebraska, South Carolina, not to mention round-ups and rodeos in Wyoming and Texas. And then, like a wish come true, a shipment of records arrived in the midst of the Panama Coast Artillery Corps, the gift of Columbia Rec-

ording Corporation.

When they got over the first unbelieving thrill, they sent this cable to Columbia: "From the depth of tropical jungles the junglemen of the PCAC send their most sincere thanks to Columbia Recording for your whole-hearted generosity in sending them recorded entertainment. With folks like you backing us up nothing can lick the Army in Panama." Signed, Panama Coast Artillery News Quarry Heights Canal Zone. ♦



Manager Frank E. Sniker, of the Hotel Monte Vista, Flagstaff, Ariz., was so pleased with the appearance of the Packard Pla-Mor 600 Speaker that he had a special alcove built when he redesigned his cocktail lounge in the hotel, in which to place a Model 600 Packard Pla-Mor Speaker. The installation was made by Operator H. H. Longfellow, of Flagstaff.

ARE YOU GETTING YOUR RIGHTFUL SHARE OF MUSIC PROFITS?

Hardly a day passes but one of our customers tells us of the definite increase in income and the complete freedom from service calls they are enjoying since installing the Packard PLA-MOR Remote Control Selector.

If you haven't investigated the famous PLA-MOR Selector we invite you to come in today and learn what a phenomenal change has come about in the phonograph business. Western Distributors have long been known to keep abreast of all new, improved ideas and so once again Western Distributors takes the lead with Packard equipment.

Write Budge Wright

WESTERN DISTRIBUTORS
1226 S. W. 16th Avenue
PORTLAND, OREGON



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Wood and Power Aid Defense

HOLLYWOOD—Tyrone Power, motion picture actor, has joined Barry Wood, popular singer, in making a defense recording for RCA Victor Company.

Power repeats his performance, "Saga of the Leathernecks", given on the Treasury Department broadcast, "Millions For Defense" and, on the other side, Wood sings Irving Berlin's "Arms for the Love of America", assisted by Mark Warnow's orchestra and the Ray Block singers.

According to Victor, Wood recently got a little too enthusiastic about helping the defense program. Dozens of pots, pans and other cooking articles made of aluminum have been arriving for Barry, who asked for them, via song periods on the radio. So he didn't bother to examine one package the mailman brought him. When, next day, a letter arrived from a friend touring Canada, telling him about a box containing three new, choice briar pipes—the box had gone its way and joined up with National Defense. ♦

Mathias To Represent Columbia

NEW YORK—The appointment of Albert Mathias and Co., Phoenix, Arizona, as wholesale distributors for Columbia and Okeh records in Arizona, has been announced by Paul Southard, Sales Manager for Columbia Recording Corporation. The new distributors will service record dealers formerly served by the Ray Thomas Company, Los Angeles, who continue to represent Columbia in the Los Angeles area.

The El Paso division of Albert Mathias and Co. will serve the southwestern corner of Texas and southern New Mexico on Columbia and Okeh records, territory formerly handled by the Sweeney Electrical Co., Denver, and Southwestern Music Co., Dallas.

Southard states, "The addition of these two distributing points will enable dealers in these territories to receive better service and closer co-operation than has been possible." ♦



Another location to join the swing to installations of Wurlitzer Model 125 Wall and Bar Boxes is the busy Towne Club at Madera, California. Operating on a Wurlitzer Victory Model 850, this location now offers the new single coin entry 5, 10, 25c Wurlitzer Box on its bar. Reports are that the convenient coin getters have resulted in a considerable increase in phonograph play profiting both the Club itself and Music Merchant Floyd Knudson of Fresno who installed them. Says Floyd, "If customers haven't got a nickel, they slip in a dime or a quarter. These Wurlitzer Bar and Wall Boxes have certainly pushed my income up to very pleasing levels wherever I have installed them."

Bradley's Happy With Buckley Units

SAN DIEGO—"We're really happy with the 42-Box Buckley Music System installed in our San Diego location," declares Heck Church, president of the Bradley's 5 & 10 chain on the Pacific Coast.

Featuring popular drinks at unbelievably low prices and food that cannot be beaten, the Bradley chain has had a phenomenal growth on the coast. Catering to everybody—from top hat to working cap—the Bradley spots served over 3,000,000 people during 1940.

The new San Diego spot has become the bright spot in San Diego night life and each evening finds it packed to the doors. Forty-two Buckley wall boxes are installed in the spot to care for the terrific play.

George Wheelock, prominent southern operator, made the installation and reports average grosses in the new Bradley's of \$140.00 per week. ♦

◀ Mape Music Has Record Month

LOS ANGELES—August will long be remembered at the Mape Music Co. for during August one of the greatest sales records in the history of the organization was hung up.

So busy were the folks at the Los Angeles office that Ed Mape came down from the San Francisco office and spent the month helping L. B. McCreary and the local staff take care of the unprecedented orders for Seeburg equipment.

"The new 5, 10, 25c Bar-O-Matic accounted for a major portion of the fine business we enjoyed," said McCreary. "During August we booked orders for more than eight carloads of these new units. Operators are certainly enthusiastic about the new box and we look forward to a continued heavy business in the months ahead. Test installations have proved conclusively that the 5, 10, 25c unit ups the earning power of an installation terrifically." ♦

Here's The Dope About TOMMY DORSEY

Tommy Dorsey was born in 1904 at Mahey Plains, Pa., and made his debut as a musician in Shenandoah in the same state.

As a youngster his ambition was to be a mechanical engineer. His first earnings, however, came from driving a delivery truck for a meat market. For this he received \$16 a week, but he soon discovered that trombone playing, even in small bands, was lots more remunerative. Once launched on a professional musical career, it was scarcely any time before he was playing the "big time" and getting real checks.

His father, an accomplished instrumentalist, gave Tommy an intensive musical training that sent him through every instrument of the brass section before the trombone was selected. Both father and son played numerous one-nighters together,

Guy Lombardo -- only on
D E C C A

traveling through the coal regions of Pennsylvania. Scouting an interest in popular dance music, Tommy joined Jean Goldkette's band in Detroit in 1924, later joining the California Ramblers. He later played successfully with Roger Wolfe Kahn, Vincent Lopez and Paul Whiteman. Eventually, he formed his own band and appeared with notable success in a Broadway musical, "Everybody's Welcome."

Several years ago Tommy organized a new orchestra which made its first appearance on Broadway at the French Casino. During this engagement he broadcast twice weekly over the CBS chain, building up a reputation that was to prove invaluable on a forthcoming tour throughout the East and South. His college dates included appearances at the University of Pennsylvania, Cornell, Harvard, Yale, Dartmouth, University of Florida, Duke, University of Alabama, Columbia University, St. John's College and others.

In the Fall he returned to New York to open the Blue Room of the Lincoln Hotel where he and his orchestra made numerous recordings for RCA Victor, including "Marie," one of the biggest all-time Victor Record sellers.

During the summer of 1938, Tommy and the band made a coast-to-coast tour of colleges and ballrooms, climaxing it with a record-breaking engagement at the huge Palomar Ballroom in Los Angeles.

More recent engagements include a stay at the Palmer House in Chicago, Paramount Theatre in New York. At the Palmer House in Chicago his orchestra attracted the largest crowds the Empire Room had accommodated since the Chicago Fair.

Recognized as one of the ace trombonists of the world, Tommy is the honorary president of the "hot" clubs and bands at the University of Florida, Oberlin, Drake, Notre Dame, Butler, Buffalo and the Universities of Alabama, Pittsburgh and Virginia, as well as others.

However, with all his success, Tommy did manage to attain his ambition to become an engineer, on a small scale . . . building miniature trains which run over his own railroad system in the basement of his New Jersey home.

He is a homebody of the most confirmed type. He says: "What few days off I get I try to spend at home. And I'm very proud of my place. It's a 21-room, Colonial style, brick house at Bernardsville, N. J., surrounded by 22 acres of teeming farmland and wooded slopes. It has silo, barns, horses and milking cows."

The Dorsey home has a 65-foot swimming pool, heating system, duplex bath houses, clay tennis court, lighted for night playing, handball, tennis and badminton courts, barbecue oven and other intricate features. It has a playroom and bar and bunk room with nautical decorations.

He married at 18. Intimates call him "Mac." Favorite musical composer is Victor Herbert. He prefers travel by airplane and has taken several flying lessons. He has his horses in almost every field. In history, his favorite characters are Washington, Edison, Teddy Roosevelt and Gen. Pershing. In opera: Grace Moore, Nino Martini and Nelson Eddy. Literature: Dickens and O. Henry. Movies: Bing Crosby and Bette Davis.

Tommy can make the trombone sound like a trumpet, cornet, organ, cello and violin. In his time he has played in bands of Ted Lewis, Rubinoff, Kostelanetz, Nat Shilkret, Vincent Lopez, Victor Young and Rudy Vallee . . . made the all-time record of having worked in 22 major orchestras in 12 months.



Wurlitzer's Wurgler Has Rich Background

NORTH TONAWANDA—A broad background of experience in many phases of industry distinguishes Ed R. Wurgler, who recently assumed new duties as Credit and Collection Manager of the Rudolph Wurlitzer Co., North Tonawanda, New York.

Affable, competent Ed is already widely known throughout this industry. His original connection with Wurlitzer was in the capacity of Assistant Credit and Collection Manager for a two-year period. In this work, Wurgler established an enviable reputation for fair dealing and wholehearted sincerity.

Ed's versatility asserted itself when he became a special factory representative for the Wurlitzer Sales Department. His diverse activities on special sales assignments have taken him the length and breadth of the country during the past several years.

That Ed Wurgler's professional training eminently qualifies him for his new post

as Credit and Collection Manager for Wurlitzer is attested by his standing as a Certified Public Accountant. He is also a member of the Bar, having been admitted in the State of Indiana in 1928.

Prior to his association with Wurlitzer, Wurgler served in responsible executive positions with the National Bank of Indianapolis, Eastern Rock Island Plow Co., Keyless Lock Co., Holcomb and Hoke Manufacturing Co., and the Anchor Stove and Range Co. The majority of his efforts with these firms were directed along lines of financial supervision and general management.

Recognized for his ability and hailed by hundreds of music merchants and executives who know his genial personality, Ed Wurgler takes over the reins of Wurlitzer credits and collections with the best wishes of the entire coin machine industry. ♦

Bonanza At Wolf Sales Co.

DENVER, Colo.—It took a gold or silver mine to start a bonanza town in the early days of the West but all that's required today to send a business mushrooming into big money is an entrance in the coin machine field—if Wolf Sales Co. is a sample!

In November, 1940, an office was opened in this city, an office with a staff of three: One mechanic, one office girl and a boy to do the cleaning.

The other day, Wolf Reiwitz, head of the company, purchased a three story building at 1932 Broadway, 125 feet deep and 30 feet wide, and began remodeling. The 1941 staff for Wolf Sales includes four office girls and fourteen sales and service men.

Says Reiwitz, "When we get through with our new headquarters, we'll have one of the finest show rooms in the United States! Just to prove it, we plan to have a great many pictures taken at our grand opening!" ♦

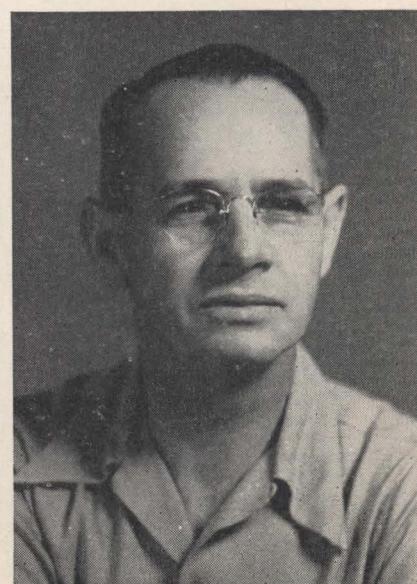
Bing Crosby - - - only on
D E C C A

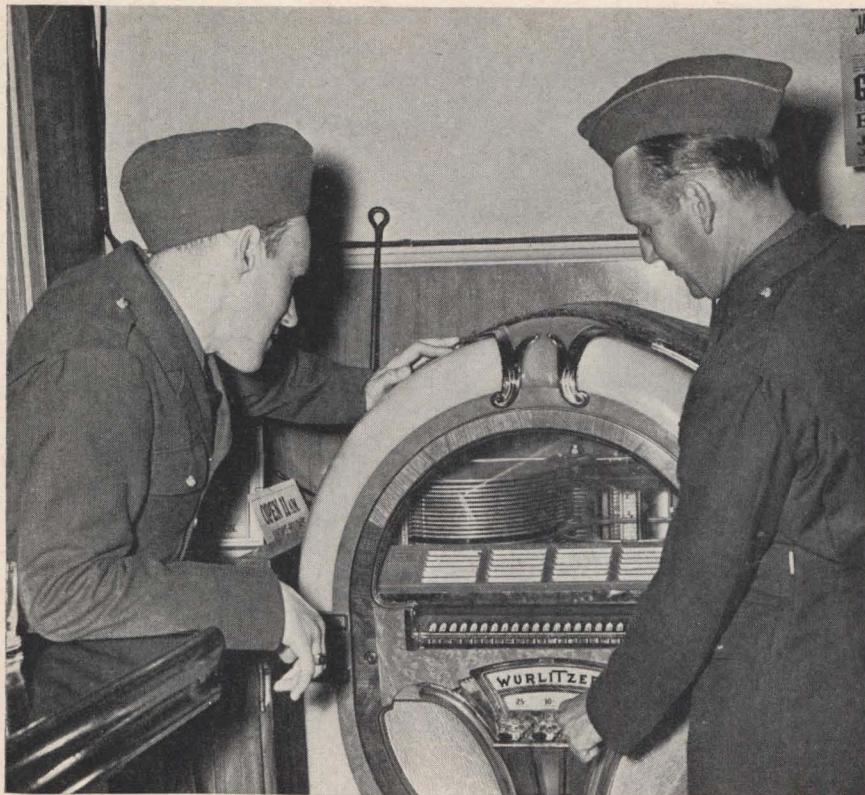
WHAT A SUNNY DAY MEANS TO A CIRCUS SHOWMAN . . .

... A PLA-MOR Remote Selector means to a location owner. It means profit with a capital "P" . . . it means big receipts at the end of the day! Folks can't resist PLA-MOR! Easy to look at . . . smartly streamlined with satin chrome finish! Fun to play . . . indirect title strip lighting and a selector knob with firmer grip! Satisfying . . . the rotor selector gives positive selection!

PLA-MOR profits go soaring . . . they're never cut down by numerous repair bills. PLA-MOR is service personified, steadily dependable day after day. If you want to make bigger profits faster, let me tell you all about PLA-MOR!

GEORGE W. CULVER
CULVER MUSIC CO.
236 First Street, Calexico, Calif.
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511 Fifth Street, El Centro, Calif.





The Henry Grille, in Riverside, Calif., is one of the busiest refreshment spots on the West Coast—a gathering place for a great many Army and Navy men. Recently this location installed a new Victory Model Wurlitzer 750. Says Henry Meyers, the proprietor, "Am very well pleased with the new Wurlitzer 750. Since it has been installed, I have done considerable more business."

Location Knowledge of Paramount Importance In Selecting Machines

A Smart Buyer!
Are You?

If you know how to buy coin machines, chances are your worries are few! For the toughest of the hundreds of tough problems confronting an operator is puzzler, "Which machines shall I buy?"

Your dealer, your own examination of machines, a fellow operator . . . all might be solutions but usually are not. The friend who is "coining" money with a crop of machines might suggest them—but that is no guarantee they will be money-makers on your route. Manufacturers never take chances, a frail mechanism, lack of player-appeal in a machine might mean the loss of thousands of dollars with an entire investment in tools, dies and raw materials thrown away. So, before it is ever put on the open market, a machine has to be proven popular on test locations.

So, you have to choose from coin machines that are good machines—mechanically sound, with playing appeal for some operators.

In the school of buying, gleaned by the experiences of hundreds of seasoned operators, the one suggestion that is believed about the most reliable and safest from the financial point of view is the "trying out" method. Buy one or two machines of a certain type and put them on your route. If a machine fails in one location, try it in another. Perhaps the second, or even a third or fourth spot will be the success spot. But, if the machine meets endless failure—you can console yourself that you have lost an investment in one or two

machines, not fifty. However, if the test machines bring in quick coin returns, you'll be pretty safe in purchasing more for locations all along your route.

The small town operator, not able to make even an experimental gamble, lacking enough spots to switch machines from one to another, will probably be taking a

dependable course if he purchases merchandise vendors, scales, phonographs, and one or two counter machines, which do not need frequent replacing.

Breaking down the involved questions confronting operators, the important issue is the profit angle. After all, that is the final aim. Every operator wants big profits. How to achieve them becomes his ambition from the first and, weaving through all location and machine problems and solutions offered, is that one word "Profit." Logic is needed in the pursuit of profits more than anywhere else. A route of 100 amusement machines would have to net a larger profit per machine than you would expect to receive from each bulk vendor on a route of 500. And—the initial cost of amusement machines is much higher than that of bulk vendors, the life much shorter. Consequently, you must set aside a larger percentage for depreciation of equipment. Scales, phonographs, and other types of service machines may be operated for even longer periods, and, of course, their percentage for depreciation of equipment must be still lower.

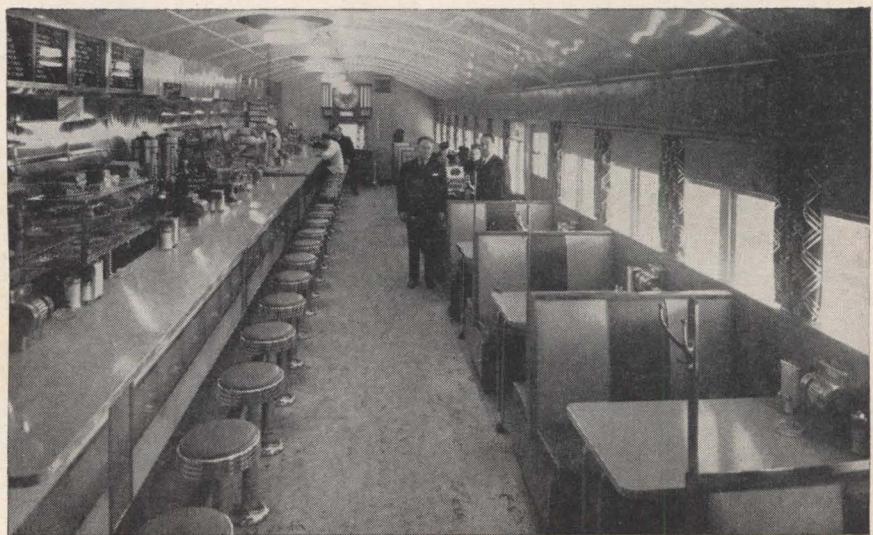
That brings us to the place where you are put upon the bench as judge. How good is your judgment? Do you know when to dispose of a machine? Can you accurately compute the minimum earning figure of a machine from its original cost and estimated life—and then have the courage to "pull" it without delay when the earnings fall below this minimum? If you can't, you're taking profits away from your other machines which are paying their own way!

To sum it all up, perhaps the simplest advice is: Know your territory backward and forward! You'll know pretty well beforehand what types of machines you can spot profitably! You'll be able to compare one machine with another from the standpoints of design and construction and then purchase those which look best to you! Know your locations . . . know the people who patronize them . . . and you have a firm foundation for building yourself the title "A Smart Buyer."

* * *

"Who commands in your house?"

"We share the management. My wife bosses the servants and the children; I attend to the goldfish."



The owner of the Town Hall Diner in East Hartford, Conn., has found that his customers are enthusiastic about Pla-Mor music and are delighted with the beautiful tone of the Pla-Mor Wall Console Speaker, model 600.

AVAILABLE FOR DELIVERY NOW!

A definite Used Game shortage is just ahead. Buy now while we can make immediate delivery. Check over these games and place your order TODAY!

NEW MACHINES

Legionnaire	\$99.50
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Snappy	84.50
Zig Zag	89.50
Argentine	99.50
Jungle	99.50
Silver Spray	99.50
Knockouts	99.50

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Pan American	\$79.50
Horoscope	79.50
West Winds	82.50
Majors '41	79.50
Entry	79.50
Target Skill	79.50
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RECONDITIONED

FREE PLAY

Target Skill (floor sample)	\$69.50
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Defender	9.50
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Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

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of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

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Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. *✓ address* (SS-C)

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10 Mutoscope Diggers, roll chutes, \$35.00; also 10 Mutoscope Diggers, flap chutes, \$28.00; Erie Diggers, \$38.00 each; Exhibit Merchantmen Diggers, \$30.00 each; Hockey Games, \$35.00; 50 Advance, like new, 2-column Hershey and Milky Way 5-cent Candy Bar machines, bargain, \$8.00 each; 20 Eveready 4-column Peanut and Candy penny machines, \$4.50 each; 50 Columbus Peanut machines, model A red enamel finish, \$3.50 each; Arcade machines cheap. NATIONAL VENDING MACHINE CO., 4244-46 Market St., Philadelphia, Pa. (S-P)

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We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 402 West 42nd, New York City. (AD-C)

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Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

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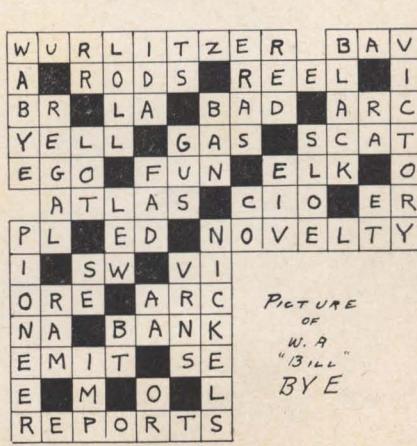
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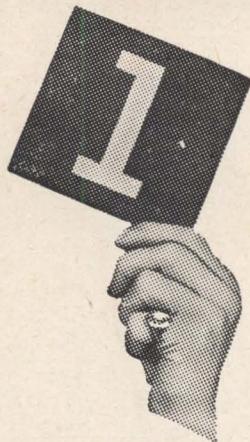
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57

FOR
SEPT.
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Operators like it because it GETS AND HOLDS those top locations and makes him more money!

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5c-10c-25c BAR-O-MATIC DOES!

IN STOCK FOR IMMEDIATE DELIVERY –
5c-10c-25c BAR-O-MATIC

A low BAR BOX that can be installed on any Seeburg Wireless Remote System. Just put it on the Bar and plug in. No extras to buy.



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FIRST!*

5c - 10c - 25c
SINGLE Coin Chute!
Seeburg
BAR-O-MATIC

CONVENIENT SIZE — PERMITS UN-HAMPERED SERVING BY ATTENDANT ... NO OBSTRUCTION TO PATRON'S VIEW OF BACK-BAR!

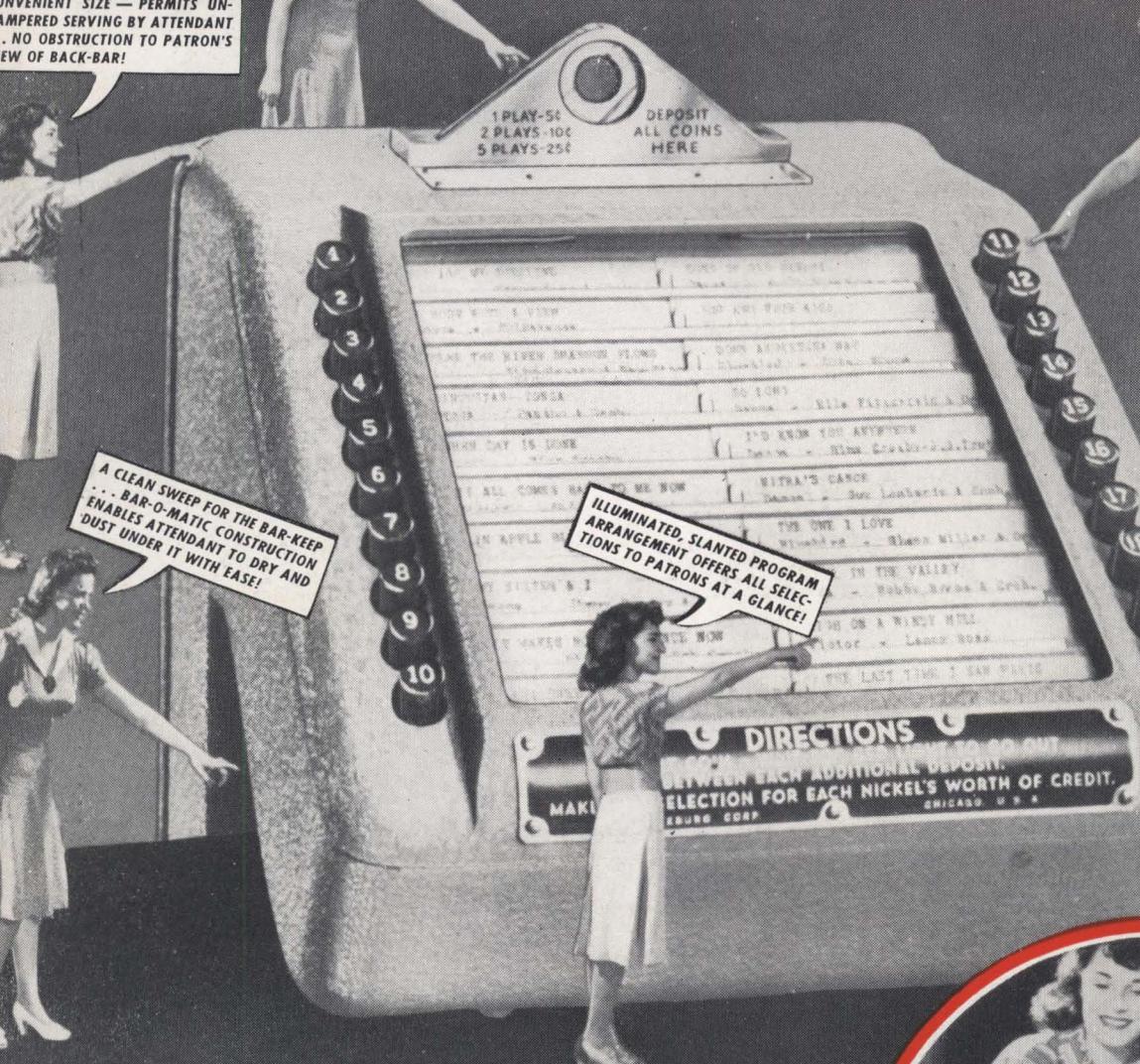
5c-10c-25c COIN CHUTE—MEANS MORE MONEY FOR THE OPERATOR! IF PATRON HAS NO NICKEL, HE CAN, AND WILL, INSERT COINS OF LARGER DENOMINATION!

A CLEAN SWEEP FOR THE BAR-KEEP ... BAR-O-MATIC CONSTRUCTION ENABLES ATTENDANT TO DRY AND DUST UNDER IT WITH EASE!

ILLUMINATED, SLANTED PROGRAM ARRANGEMENT OFFERS ALL SELECTIONS TO PATRONS AT A GLANCE!

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JOAN MERRILL currently favorite American songstress on Bluebird Records
B-11220 { "Is that good?"
B-11171 { "Yesterday"
"Intermezzo"
"Daddy"



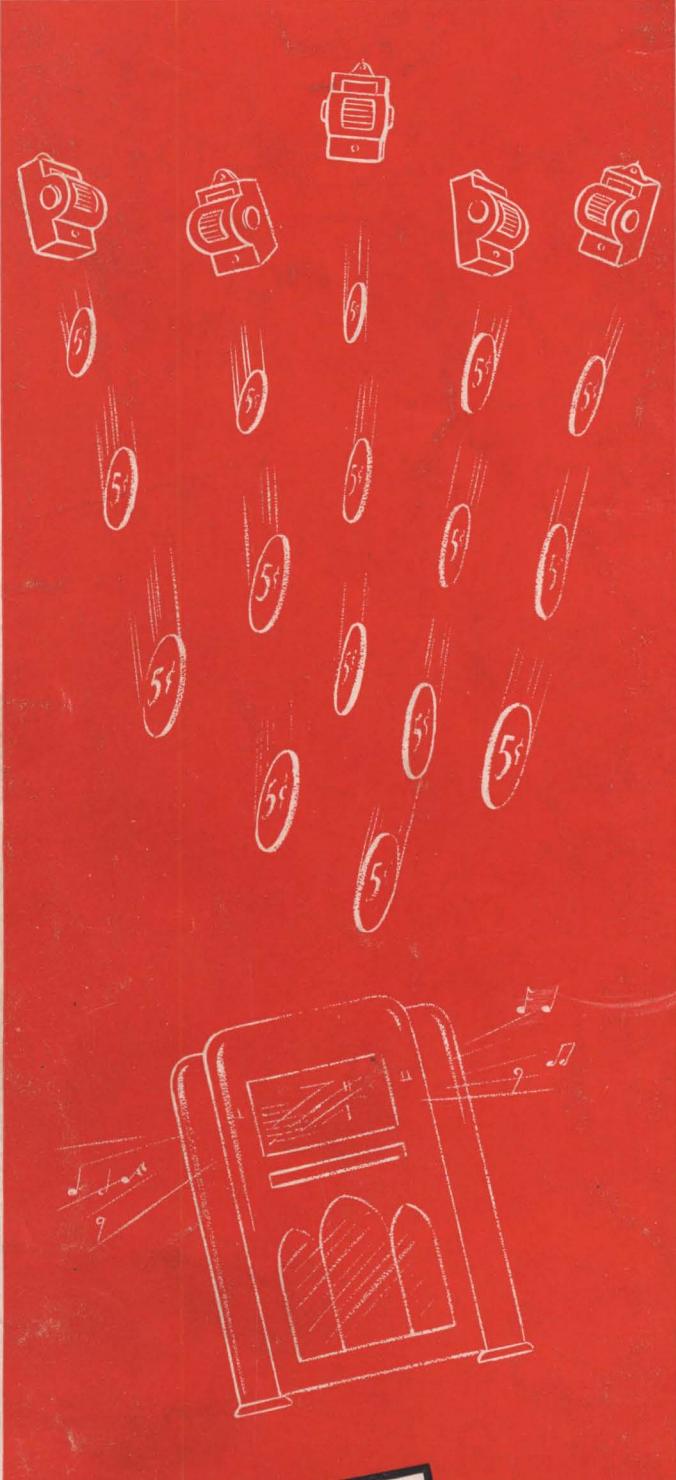
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is complete—adapters, wall
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More Coin Chutes

- Make your phonographs into modern remote control music systems and bring the coin chutes to your customers. You can do it easily and profit plenty by it!

Packard has Pla-Mor adapters for all types of phonographs . . . just what you need to make your machines play by remote control from wall, booth or bar. Read the list below and select the Pla-Mor adapters that fit your phonographs.

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- ELM adapter for any twin 16-record Wurlitzer combination.
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